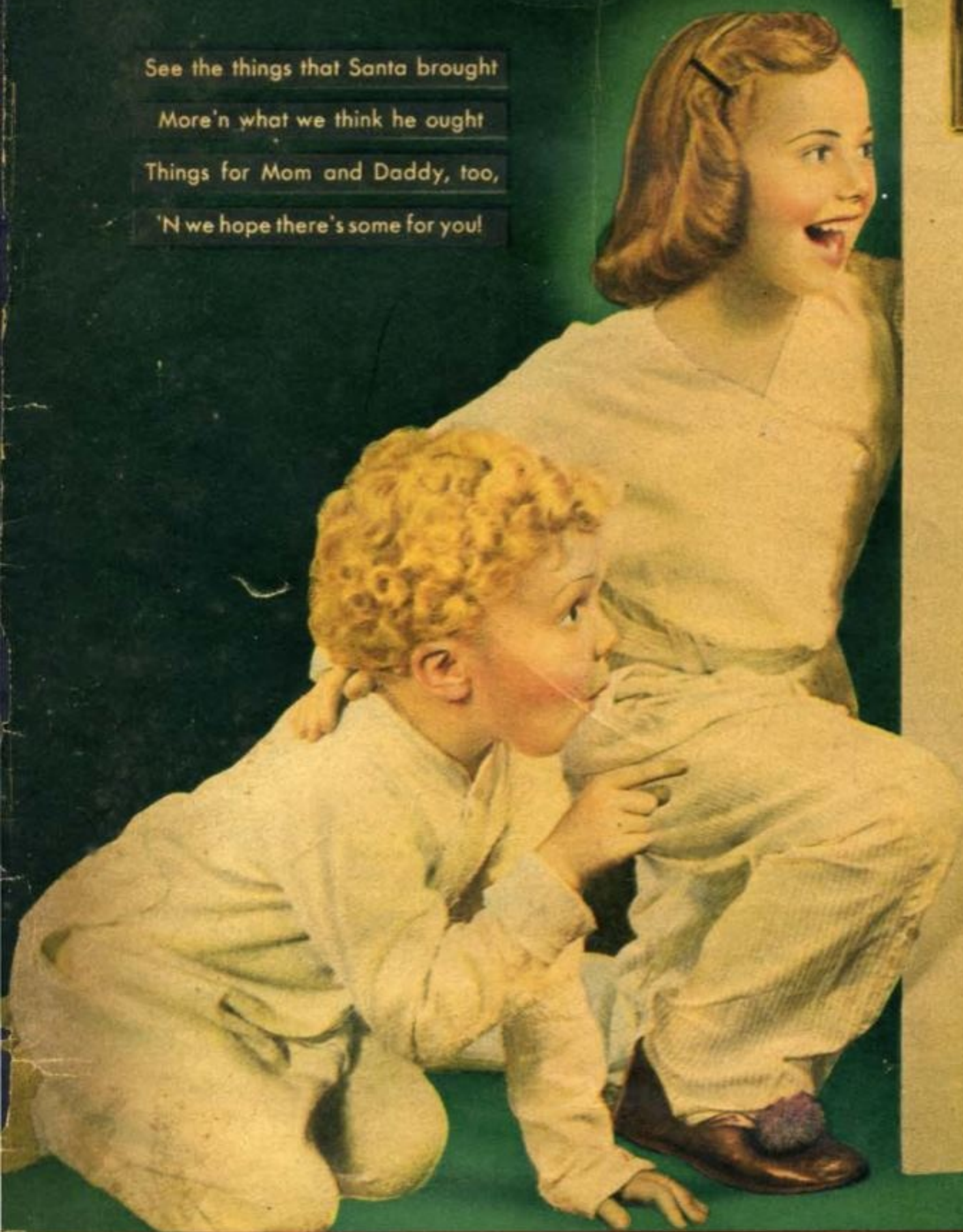


See the things that Santa brought

More'n what we think he ought

Things for Mom and Daddy, too,

'N we hope there's some for you!



SEARS

Christmas  
BOOK

SEARS, ROEBUCK AND CO.

CHICAGO • PHILADELPHIA • BOSTON • MINNEAPOLIS • KANSAS CITY

ATLANTA • MEMPHIS • DALLAS • LOS ANGELES • SEATTLE

WishbookWeb.com





#### Warm Wool Knit Gloves

**(A)** Luxury soft, wool yarns, firmly knit. Long gauntlet cuffs. Brushed surface. Seamless and fully shrunk. Rainbow stripes. COLORS: Navy, Red and Brown. Sizes for women and misses. *State size and color.* Shipping weight, 3 ounces.  
**33 V 3478—Women's** 55c  
**Sizes, 6, 7 and 8**.....  
**33 V 3748—Misses'** 49c  
**Sizes, 5 to 14 yrs.**.....

#### Comfy "Magic" Slippers

**(D)** Wear them around the house, in bed, for traveling. They're 50% ribbed knit wool, warm as toast, cozy as can be. Already boxed. COLORS: Lavender, Rose or Powder Blue. *Sizes: Small for shoe sizes up to 5½. Large for shoe sizes 6 and larger. State size and color.*  
**29 V 8099—Shpg. wt., Pr., 4 oz.** 50c

#### ← Dress Up Your Gifts!

**3 V 5575—Sears De Luxe Assortment.** 39 sheets tissue, decorated and bright Red, Green and White; 75 ft. tying cord; 66 ft. cellophane and tinsel ribbon; 100 cards, tags, seals; 25 metallic seals. *Shpg. wt., 1 lb. Complete.* 49c  
**3 V 5587—Economy Assortment.** 195 pieces: 150 ft. tinsel cord; 140 cards, tags and seals; 27 sheets assorted tissue; 25 metallic seals. *Shipping weight, 12 ounces.* 29c

#### 5-Piece Du Pont Set

**(B)** A \$1.50 Value! A really delightful gift that costs you surprisingly little! Genuine Du Pont pyralin composition-filled set. Good quality mirror (about 13½ in. long), brush and comb, in rayon lined gift box. COLORS: Rose, Green or Blue with contrasting color decorations. *State color.* Shipping weight, 2 pounds.  
**8 V 9717—3-Piece Set.** 98c

#### All Wool Shoulderette

**(E)** So Christmasy, yet costs little. Lovely all wool worsted—in a pretty fancy knit. Ribbon ties. Wear it around the house, under a coat, as a warm bed jacket. One generous size. COLORS: Pink, Lavender or Light Blue. *State color.* Shpg. wt., 7 oz.  
**29 V 8053—Each** 89c

#### "Rainbow" Scarf!

**(G)** The gay hand painted colors glow with a richer gleam on the satin striped texture. Lovely weighted silk crepe, tubular and reversible. Beautiful multi-colors go with every costume. A lovely gift for "her" at a low price. Size, 41x8½ in. Self fringed ends. *PREDOMINATING COLORS: Red, Royal Blue or Brown. State color.* Shipping weight, 5 ounces.  
**18 V 4346—Each** 95c

#### Mello-Glo Gift Set

**(C)** A "Just-Right" gift sure to please almost any woman or girl! A smart \$2.00 value Mello-Glo set in a charming lined gift box containing full \$1.00 size box of Mello-Glo Facial-tone Face Powder, and two 50c size bottles of delightful perfumes—"Daytime" for street wear, and "Evening" for social occasions. Shipping weight, 1 pound.  
**8 V 9761—Complete Set** 79c

#### Lovely New House Coat

**(F)** Attractive wide wale cotton corduroy. Wide flare... puff sleeves... big covered buttons. COLORS: Rose, Copen or Medium Green. *Sizes: 30, 32, 34, 36, 38 and 40-in. bust. State bust measure and color wanted.* Length about 57 in. Shipping weight, 2 pounds.  
**27 V 1701—Each** \$4.98

#### Bunny Set for Kiddies

**(H)** A Christmas box of fun and warm cheer that's sure to rate first place in any youngster's heart! Bunny slippers and doggy of downy natural color lambskin—nothing could be softer, nothing so light, yet so cozy. Warm, practical and oh—so cunning! Soft soles on slippers. *babies' and tots' sizes: 3, 4, 5, 6, 7, 8, 9, 10. Wide width. State size. Shipping wt., 11 oz.*  
**15 V 90943—Pair** 89c

✓ GET OUT YOUR BIG SEARS-ROEBUCK CATALOG AND SA





### Men's Mufflers

(M) State color. Shpg. wt., 10 oz. Each... **79c**  
**Weighted Silk Crepe**  
 COLORS: White, Navy Blue, Maroon, Gray or Tan.  
 33 V 9527—Plain Colors  
 33 V 9528—Paisleys  
**All Zephyr Wool**  
 COLORS: Blue, Gray, Maroon or Brown. Made in Poland.  
 33 V 9529—Plaid Patterns

### Belt-Buckle Set

(J) Here's one he'll appreciate! Giant Grip sterling silver buckle with initial handsomely hand engraved. Styles may vary. Black bridle cowhide belt. Gift box. A \$2.00 value. Sizes: 30 to 44. State size and initial. Shpg. wt., 11 oz. **\$1.00**  
 4 V 5445—Set...

### Ombre Blankets

(R) 72x84 In. Wt., 3 Lbs. China cotton; rayon taffeta binding. Shpg. wt., 3 lbs. 4 oz.  
**Indian Design**  
 COLORS: Red, Blue or Green. State color.  
 24 V 7242—Ea... **\$2.79**  
**Novelty Block Design.**  
 COLORS: Rose, Blue, Green, Orchid or Brown. State color.  
 24 V 7241—Ea... **\$2.79**

### 5-Fold Neckties

(K) Silk with Bemberg. Wool lined. Boxed. Shpg. wt., 3 oz. ASSORTED PATTERNS: (1) Figures. (2) Satin Brocades. (3) Satin Stripes. COLORS: Navy Blue, Maroon, or Brown. PLAIN COLORS: (4) Navy, Maroon, Gray, Brown, Black, Green. State pattern and color.  
 33 V 8415—Each... **85c**

### Spats for Style

(N) COLORS: Dk. Oxford Gray, Gray and Tan. State color. MEN'S SIZES: 6, 7, 8, 9, 10. Order same size as shoe. Shpg. wt., 8 oz.  
 76 V 9002—Fine All Wool Felt... **59c**  
 76 V 9031—Wool Felt Leather Binding... **79c**

### Women's O'Nite Case

(S) A gift she'll really like! Grayish brown woven duck, maroon and gold stripes; Pyroxylin coated. 3-ply veneer basswood box. Rayon lining. 3 body pockets. Cowhide bound edges, handle. Brass locks. 18, 21 or 24-inch sizes. State size. See matching pieces in Sears Big Catalog. Shpg. wt., 8 lbs. **\$5.98**  
 6 V 9490...

### Men's Flannel Robe

(L) St. Moritz wool flannel. Double shawl collar. Set-in sleeves, 3 pockets. Flannel sash with rayon fringe. Double breasted. Gift box. COLORS: Royal and Navy, Brown and Tan, or Maroon and Red. EVEN SIZES: 34 to 48-in. chest. State size and color. Shpg. wt., 2 lbs. 9 oz. **\$5.75**  
 33 V 7495—Each...

### Kidskin Leather Romeo

(P) Steel arch support. Elastic side gore. Padded insole. Oak-tanned leather sole. COLORS: Black or Brown. MEN'S HALF SIZES: 6 to 10½; also 11 and 12. Wide width. State size and color. Shpg. wt., 1 lb. 10 oz. **\$1.00**  
 67 V 3954—Pair...

### New Valencia Ware

(T) New—Different—Delightful! 22 pcs. thick, heavy weight American semi-porcelain in new Spanish peasant colors. One each color, as shown, cups, saucers, cereal dishes, salad and dinner plates. Vegetable dish and round platter included. Set table with contrasting colors. Shipping weight, 16 lbs. **\$3.98**  
 35 V 4321—22 Pcs.



### Stylish Watches for Women

Seven Jewels—\$8.50 to \$10.50 values! Little "Jewelies" that make stunning gifts. Popular rectangular style with matching link bracelet or modern round style with dainty black silk cord band. Fully guaranteed imported Swiss movements. Chromium or 10-K yellow rolled gold plate cases. With perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

Round Style	Rectangular Style
4 V 383—Chromium... <b>\$5.95</b>	4 V 381—Chromium... <b>\$5.95</b>
4 V 384—Yellow Gold <b>7.95</b>	4 V 382—Yellow Gold <b>7.95</b>



### Men's and Boys' Watches

Seven Jewels—\$8.50 to \$10.50 values! You can't go wrong in picking one of these for "him"—they've got a dash of style—sturdy construction—and guaranteed Swiss movements for satisfaction! Embossed cases in chromium plate or 10-K yellow rolled gold plate. Perspiration-proof backs. Dials have black numerals and hands. In gift box. Shipping weight, 9 ounces.

Chromium Case	Yellow Gold Case
Black Leather Strap	Tan Pigskin Strap
4 V 1275— <b>\$5.95</b>	4 V 1276— <b>\$7.95</b>



### Watch, Knife and Chain Set

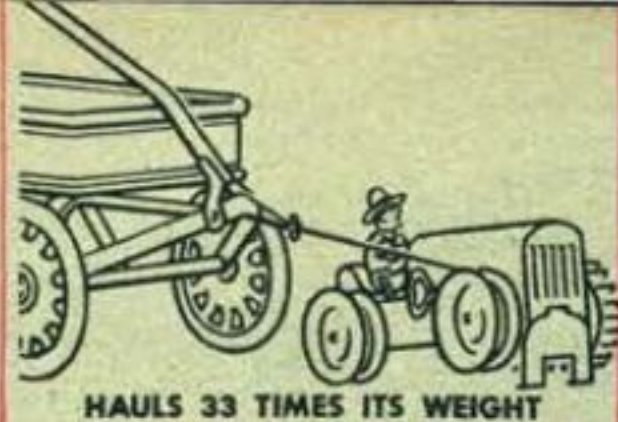
A \$1.50 Value! Popular 14-size nickel plated Ingraham pocket watch with 12-in. chain and embossed chromium plated knife. Watch has reliable 30-hour movement, unbreakable crystal, and easy-to-read black numeral dial. In gift box. Shipping weight, 8 ounces. **\$1.00**  
 4 V 1738—Complete Set...

ON THOUSANDS OF OTHER PRACTICAL GIFTS

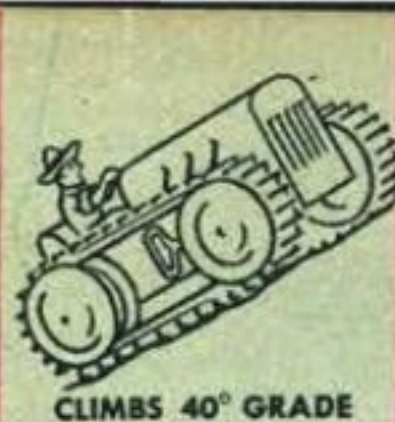




LIFTS ITS OWN WEIGHT

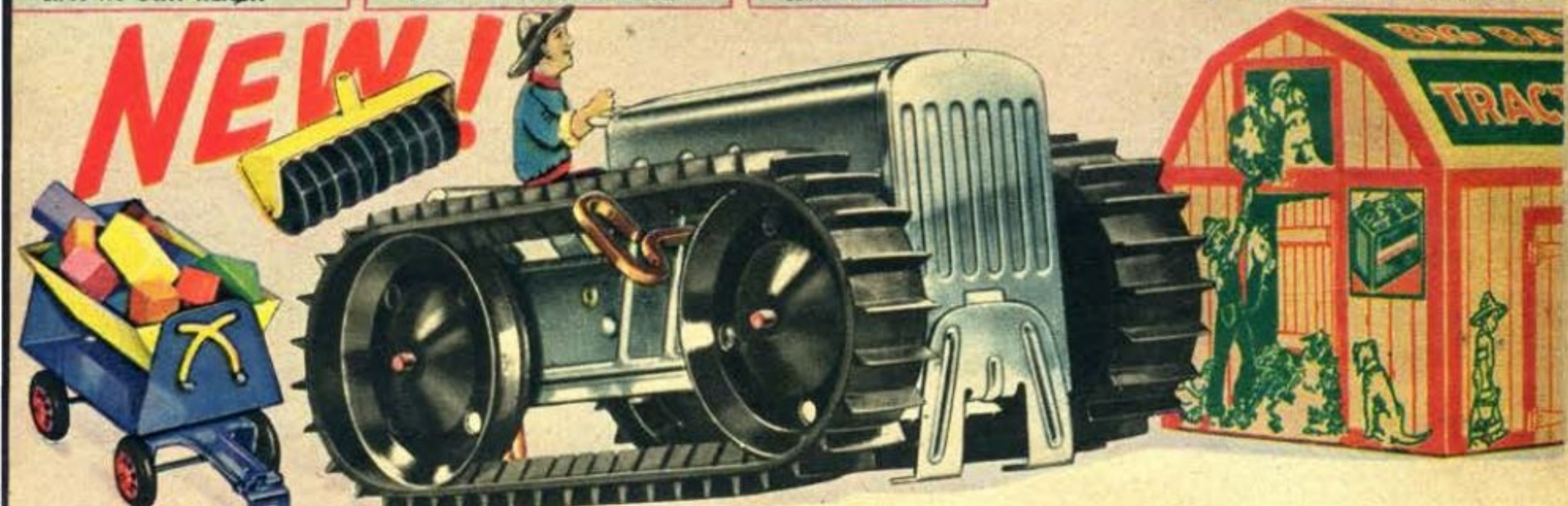


HAULS 33 TIMES ITS WEIGHT



CLIMBS 40° GRADE

# ALL 4 STAR FEATURES



## NOW Your Tractor Is Also a Big Power Plant ... Over 32 Wonderful Play Pieces in All

- New Power House Tractor and Jack Block.
- New Colorful 13-Inch Hip Roof Barn.
- 10½-Inch Sturdy Steel Dump Truck.
- 8-Inch Steel Dump Gravel Trailer.
- 8-In. Steel Derrick.
- Bag of Wood Blocks.
- 30-In. Logging Chain.
- Disc Harrow, Road Scraper, Pulley Cord.

Regular \$2.75 Value  
Marx, aluminum-over-steel case, climbing tractor easily becomes a power plant like Dad's big tractor. Wind the powerful, speed controlled clockwork motor, detach rubber treads from front wheels, jack up with block, attach pulley cord to "power" wheel, release brake. With derrick attached it pulls and lifts heavy objects. Load up Dump Truck or Dump Gravel Trailer. Attach Disc Harrow or the Road Scraper. Tractor will run about 14 feet with one winding. Packed in sturdy box, easily set up as 13x11x10½-in. barn. Assorted color accessories.  
49 V 5870—Over 32 Play Pieces. Shpg. wt., 6 lbs. \$1.79

\$1.79



Pound-a-Peg Set



Bench



Hammer and Nail Set



Play Table

### New! 3-in-1 Play Table Set

Regular \$1.75 Value

98c

- Pound-A-Peg Set.
- Hammer and Nail Set.
- Regular Play Table and Bench.

Table alone sells for \$1.00. Youngsters quickly learn to create new designs either by pounding the 40 colored pegs into the holes of separate panel 11x6 in. or nailing down the 30 colored wood pieces on the sturdy built-in Masonite table top with metal frame and red wooden legs. 18 in. long, 12 in. wide, 18½ in. high. Red wood bench, 12x5x9½ in. high. Wood mallet, nails, design sheets included. Shipping weight, 7 pounds.

79 V 3694..... 98c



She Drinks



She Wets



She Sleeps

### First Under \$1.59 to Sleep and Wet

69c

• This famous 'Bottletot' also cries, drinks her bottle, wets and after her change goes to sleep. Made by American Character Doll Co. Velvety, pink, soft, flesh-like rubber. Rust-resisting eyes and voice. Loves a bath. Moving head, inside jointed, arms and legs. 10½ in. tall. Diaper, nursery bottle included. Shipping weight, 1 pound 6 ounces.

49 V 2928..... 69c



Open Back



Sun Parlor



Living Room



Dining Room



Bedroom



Bedroom



Kitchen



Bathroom

### New! 63-Pc. 7-Room, 29½-In. Colonial Type House ... Built to Sell for \$1.25

First time, a 29½-inch doll house of heavy wood pulp board (far stronger and more rigid than cardboard), for less than \$1.50. New lock and tuck feature, which makes it easy to assemble. No cutting, pasting, nails or screws needed. The house little girls have dreamed about. 29½x16x16 in. with the quaintest front entrance, and front porch off the sun parlor (both with doors), and offset kitchen at other end—an entirely new design. Tile effect roof. Stone trim. Attractive green shutters and flower pots printed on windows. Stairway and fireplace. Rugs in every room, just like home. 7 rooms completely furnished with bright color furniture. 4-pc. living room suite, settee, 3½ in. long. 6-pc. dining room. 6-pc. kitchen. 2, 5-pc. bedrooms, 4-pc. sun parlor. 4-pc. bathroom. 28 other pieces, lamp, pictures, shrubs, etc.  
49 V 2130—Shipping weight, 3 pounds 12 ounces..... 69c

69c





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**AND HERE, THINGS THE ENTIRE FAMILY CAN ENJOY ALL YEAR 'ROUND**

Blankets . . . . .	3, 71	Motor Robes . . . . .	70
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Cameras . . . . .	95	Silverware . . . . .	94
Electrical Appliances .	61	Typewriters . . . . .	97

# SEARS NEW, LOW EASY PAYMENT TERMS

**At Sears the Easy Payment Carrying Charge Is Figured on the Unpaid Balance Only**

People with regular income will find it easier than ever to buy on Sears Easy Payment Terms. At Sears the larger the deposit you send with your order the less you pay in carrying charges and the more you save. You pay no carrying charge on the amount you send with your order; it is deducted *first* and the charge for credit is based on the **UNPAID BALANCE ONLY!**

From this Christmas Book, you can buy Bicycles, Radios, Vacuum Cleaners, Watches, Diamond Rings, Silverware, Movie Cameras, Typewriters, and Musical Instruments on our Easy Payment Plan. See Page 1A of Our Big General Catalog for complete list of everything you can buy on Sears Easy Terms.

## How to Order on Sears New Easy Terms

Select any of the merchandise listed on Page 1A of Our Big General Catalog, as many different items as you wish, from this Christmas Book, or any other current Sears Catalog. The cash prices of your selections must total \$20.00 or more. Add up the cash prices, deduct the amount you send as a deposit, then find the carrying charge and the amount of monthly payments in the Payment Table below. Refer to Deposit Table for least amount to send with your order. Of course, the more you send with your order, the less carrying charge you pay.

Write your order (it must total \$20.00 or more) on the Easy Payment Order Blank bound in this catalog, answer the simple questions asked there, enclose it with your deposit, and mail it to us. Just as soon as your credit has been established your order will be shipped. You then pay the small amount monthly and almost before you realize it your account will be all paid.

## Figure Your Credit Terms This Easy Way

### DEPOSIT TABLE

Shows least amount to send with order

If Cash Price of Your Order Amounts to:	All You Need to Send With Order Is *
\$20.00 to \$30.00	\$3.00
30.01 to 40.00	4.00
40.01 to 60.00	5.00
60.01 to 70.00	6.00
70.01 to 80.00	7.00
80.01 to 90.00	8.00
90.01 to 100.00	9.00
100.01 to 125.00	10.00
125.01 to 150.00	12.50
150.01 to 175.00	15.00
175.01 to 200.00	17.50

\* This column shows the smallest amount we can accept with your order. However, since the carrying charge and payments (see PAYMENT TABLE at right) are figured on the balance after subtracting deposit, it is to your advantage to send as large a deposit with your order as you conveniently can.

### PAYMENT TABLE

Shows carrying charge and monthly payment

If Cash Price Less Deposit (Unpaid Balance) Amounts to	We Will Add for Easy Pay'ts	Amount Payable Monthly
UP to \$15.00	\$1.50	\$3.00
\$15.01 to 20.00	2.00	3.00
20.01 to 25.00	2.50	4.00
25.01 to 30.00	3.00	5.00
30.01 to 35.00	3.50	5.00
35.01 to 40.00	4.00	5.00
40.01 to 50.00	4.50	5.00
50.01 to 60.00	5.50	6.00
60.01 to 70.00	6.50	7.00
70.01 to 80.00	7.50	7.00
80.01 to 90.00	8.50	8.00
90.01 to 100.00	9.50	9.00
100.01 to 110.00	10.00	9.00
110.01 to 120.00	11.00	10.00
120.01 to 130.00	12.00	10.00
130.01 to 140.00	13.00	11.00
140.01 to 150.00	14.00	11.00
150.01 to 160.00	15.00	11.00
160.01 to 170.00	16.00	12.00
170.01 to 180.00	17.00	12.00
180.01 to 190.00	18.00	13.00

**WRITE FOR TERMS ON PURCHASES OVER \$200.00**



# AMAZING NEW Botteltot

## NOW CRIES, DRINKS WETS AND SLEEPS

MADE BY  
AMERICAN  
CHARACTER  
DOLL CO., INC.

**\$1.89**  
10½-In. Botteltot-  
In 17-Piece Kit



### Has Features of Dolls Selling for 25% More

Last year she cried, drank her bottle and wet her diaper, but now she does all that and goes to sleep, too—and she costs no more! These new features will further endear her to the little girls of America. In fact her chubby, velvety, flesh-like pink, true-flesh rubber body and dainty head are so human looking and her actions are so natural, so much like a real baby, that you will almost think that you have a real "new-comer" in your home.

#### She'll Be 1937's Most Adored Rubber Baby

And how she loves a bath! Water won't hurt her—won't spoil her pretty, wistful sleeping eyes or crying voice—because they're rust-resisting. Put her into the tub—scrub her with soap and water—powder her with talcum to keep her dainty and sweet. She turns and moves her pretty inside jointed head, arms and legs. Botteltot has a **PROTECTING TUBE** preventing water from leaking out through arms, legs, or mouth. She is heavy molded rubber—always more uniform in thickness than cheaper, thinner, blown rubber dolls usually offered.

#### New 10½-Inch Botteltot in 17-Piece "O'Nite" Travel Kit

Deep hemmed, white, lace trimmed organdy dress; white lace trimmed organdy bonnet; slip, 2 extra diapers, 4 safety pins, 4 wood clothespins, rubber sheet, sponge, soap, wash cloth, nursing bottle, nipple. New style, nickel trimmed, cardboard "O'Nite" Travel Kit, 10¼x10¼x4 in. Snap lock. **\$1.89**

49V3510—Shpg. wt., 2 lbs. 8 oz.

New 10½-Inch Botteltot with 10-Pc. Layette—\$1.40 Value

49V3524—Shpg. wt., 2 lbs. . . . **89c**

#### New 14½-Inch Botteltot in 23-Piece "O'Nite" Travel Kit

All of the dainty little pieces mentioned at left with 49V3510, plus extra graduated nursing bottle complete with nipple; extra diaper, warming bag, and booties. Packed in smart new style, nickel trimmed, attractive, cardboard "O'Nite" Travel Kit, measuring 14¼x14¼x4½ inch. Snap lock. **\$3.98**

49V3511—Shpg. wt., 4 lbs. 9 oz.

New 14½-Inch Botteltot with Bottle, Nipple and Diaper.

49V2929—Shpg. wt., 2 lbs. 8 oz. **\$1.98**





SHE POUTS



SHE DRINKS



SHE WETS



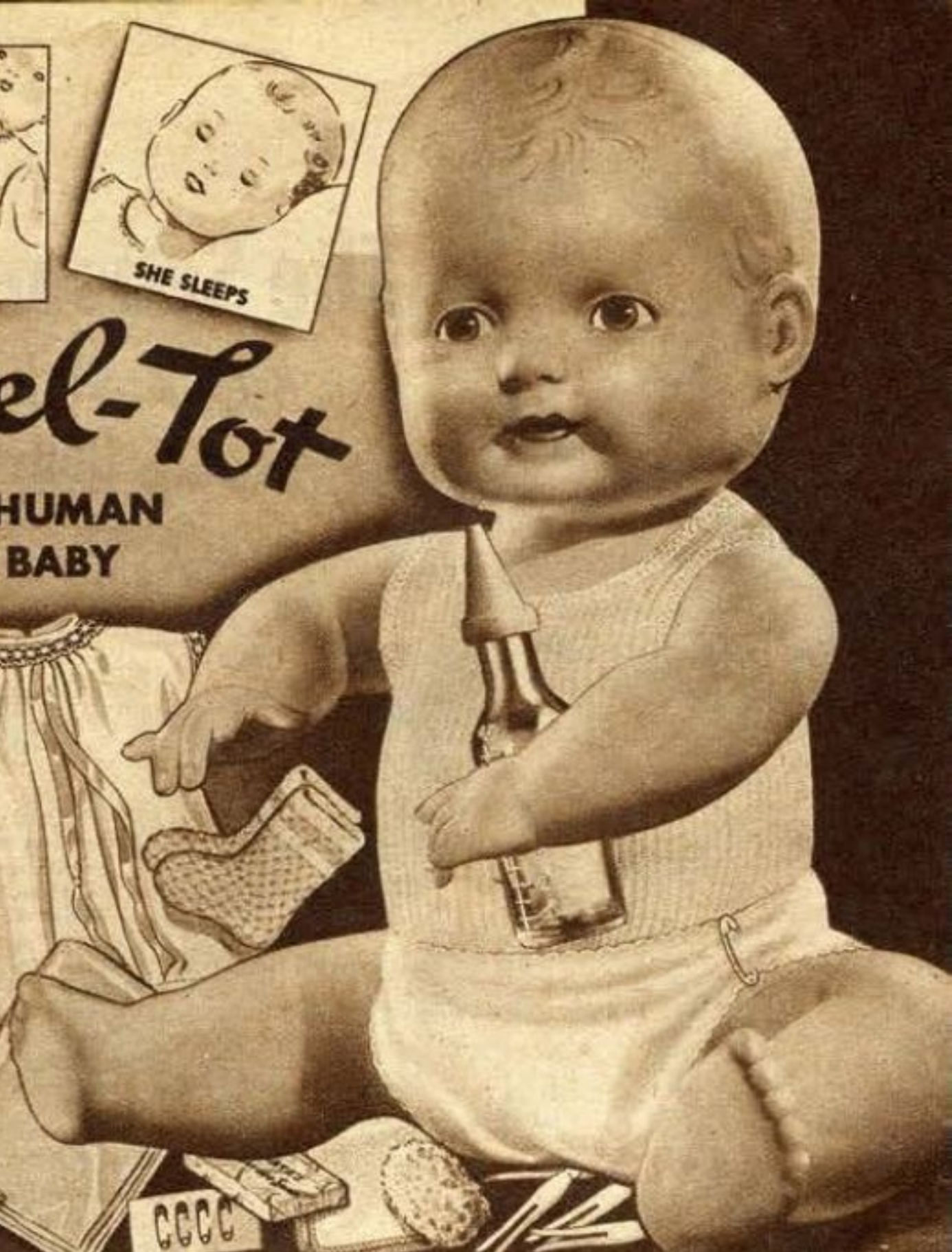
SHE SLEEPS



SHE SMILES

# NEW Marvel-Tot

ALMOST AS HUMAN  
AS A REAL BABY



## Again Sears Offer the Only Doll of Her Kind in the World

She does everything every other doll does—then smiles, pouts, and puckers, too. No wonder she became one of the most popular dolls overnight. Just imagine, she cries softly for her bottle, happily drinks it—then wets her diaper—and after her change closes her dreamy, glass-like eyes in restful

### 10½-In. Marvel-Tot, 20-Pc. Kit

Mercerized cotton shirt, diaper. White organdy, lacy dress, ribbon tied bonnet to match. Slip, 2 extra diapers, safety pins, clothespins, sponge, rubber sheet, soap, wash cloth, booties, nursing bottle, nipple. Nickel trimmed, cardboard, O'Nite Travel Kit, 10¼x10¼x4¼-in., snap lock.

49 V 3501—Shipping weight, 2 lbs. 10 oz. \$2.98

sleep. Just turn her head and watch her pout impishly, smile cheerfully, or pucker her lips teasingly. She's velvety soft, flesh-like and chubby—with complexion and body that has the feel of a real baby's rose petal skin. Made by the American Character Doll Co., Inc.

### 12½-In. Marvel-Tot, 24-Pc. Kit

Think of it! All of 49 V 3501 contents plus extra graduated nursing bottle, nipple; diaper, warming bag in new nickel trimmed, cardboard, O'Nite Travel Kit, 12½x12½x4¼ in., with snap lock.

49 V 3502—Shpg. wt., 3 lbs. 10 oz. \$4.98

**\$2.98**  
10½-In.  
20-Piece  
Kit

### Marvel-Tot Doll Only

Attractively dressed in mercerized cotton shirt and diaper. Complete with bottle and nipple.

10½-Inch Size	12½-Inch Size
Shpg. wt., 1 lb. 8 oz.	Shpg. wt., 2 lbs.
49V2933. \$1.98	49V2934. \$2.98

## NEW Betsy wetsy

NO FINER RUBBER  
BABIES AT ANY PRICE



SHE DRINKS

SHE WETS

SHE SLEEPS

Arms, legs and head held by strong rubber instead of metal springs that rust.



**\$4.98**  
12½  
inch

### She's Rubber and Loves a Bath

Her beautiful head, unbreakable Identite (hard rubber), has pretty moulded hair. Sleeping eyes, real lashes. Lacy dress, bonnet, slip. Socks, booties, 3 diapers, shirt, bottle, nipple, safety pins, clothes pins, powder puff, sponge, washcloth, soap.

12½-Inch Bent Leg Doll With 21-Piece Layette  
In wood frame, 3-drawer chest, 13½x8¾x9¾ in. \$4.98

14½-Inch Bent Leg Doll With 23-Piece Layette  
In hinged cover, "Airplane" O'Nite Kit. Can of talcum and baby bunting. Striped case, 16½x10¼x5¼ in. \$4.98

12-Inch Straight Leg Doll With 21-Piece Layette  
Hinged cover, "Airplane" O'Nite Kit. Striped case, with travel labels, lock. 14½x11½x3¼ in. Shpg. wt., 3 lbs. \$2.98



# The Season's Smartest

"I Cry" Stylish "Fur Coat"  
"I Sleep" Doll-Cute "Scotty"

at Over 1/2 Savings

**\$1.49**  
15-Inch

"Fur ensembles are the thing," say stylists. And don't you think this proud little lady doesn't know it! Isn't she smart? With her stylish, snug fitting, "Persian Lamb" effect cotton plush ensemble and her pert little "Scotty," Cossack style coat, hat, muff, and dog of same material.

Human hair ringlets in profusion are sewed firmly to a cloth foundation. She looks out at you with go-to-sleep eyes, swept by long lashes as her mouth smiles just enough to show pearly teeth and little pink tongue. Some times she cries. Head, arms and legs are composition—body stuffed with soft cotton. Arms are inside jointed the better way. She also wears the prettiest printed dress—undies, socks and shoes.

The matching "Scotty" (worth 50c) looks keenly ahead out of glass-like eyes—with his silky nose and mouth, realistically alert. He is held under control by a red patent leather leash. Three snappy ensemble sizes with matching "Scotties."

Cat. No.	Size	Shpg. Wt.	Price
49 V 3063	15-inch	1 lb.	\$1.49
49 V 3064	17-inch	1 lb. 12 oz.	1.98
49 V 3065	19-inch	2 lbs. 4 oz.	2.98

"I Cry"  
"I Stand Alone"

In the Snow . . . She Will Go!

"Wheel! Isn't it fun? I don't feel cold a bit in my new ski suit!" Little wonder, young lady, for your zipper blouse, ski pants and cap are made of warm, snug narrow wale corduroy. From top to toe, a lady of fashion! Socks and shoes, too. Full composition body with head that tilts and turns, real sleeping eyes, long real lashes, open mouth, tiny tongue and teeth.

**98c**

12 1/2-Inch Size	16-Inch Size
Shpg. wt., 1 lb. 8 oz. 49V3256 . . . . .	Shpg. wt., 2 lbs. 49V3257 . . . . .
<b>98c</b>	<b>\$1.98</b>

"I Sleep"

**VERY SPECIAL!!**  
"My Dolly" With Beautiful Layette as Shown  
Half the Usual Price of Doll Alone

Meet this 14-inch "My Dolly", cuddlesome creation of Miller Rubber Co. who treat their fine rubber dolls with a "Rub-X" finish that leaves the "skin" smooth and seals the "pores" against dirt. If she should fall out of your arms right on her "Millite" (hard rubber) head, don't worry—it's hard to break. And how she loves a bath! Bathe her often—even covering her head with water. Pretty lustrous sleeping eyes are bright and sparkling, with long lashes.

She is accompanied by the nicest layette, consisting of lace trimmed, pleated organdy dress; lace trimmed, silk ribbon tied organdy bonnet. Slip, booties, diaper and safety pins. Shipping weight, 3 pounds 3 ounces.

49 V 2916 . . . . . **\$1.49**

**\$1.49**

"I Cry"  
"I Sleep"

**"Toodlums"** Now Greatly Improved . . . But Costs No More

Exceptional Value . . . Usually Sells for \$1.50—Unbreakable all rubber "Toodlums" NOW cries as well as sleeps; rubber costs more, yet you can still buy her for last year's price. Pay no more than you would for dolls with rubber bodies, composition heads and no voices; or for breakable all composition dolls. "Toodlums" is such a soft, huggable little tyke . . . pink, flesh-like rubber. Inside jointed legs, arms. Rust-resisting eyes. 49 V 2915—12 1/2 In. Tall. Shpg. wt., 1 lb. 11 oz. **98c**



# America's No. 1 DOLL VALUES

EASILY WORTH \$1.50 TO \$2.00

Your Choice

95¢



## Big, Yet Beautiful . . . Prettily Dressed, Too

You'll rub your eyes when you read the price tag—you'll say it can't be true. But it is! Only by ordering carloads early in the year, when prices were lower, could we get such utterly lovely, extra large dolls to sell for less than \$1.00. We'll leave it to your good judgment! Where else could you duplicate these amazing quality features?

1. Beautiful—unbelievably big, sleeping dolls, of fine quality materials.
2. More correctly proportioned than the usual low priced dolls even though larger, because better parts are used.
3. Big, wistful, sleeping eyes. Long lustrous lashes. (49V3016 has no lashes.)
4. Soft crying voices. (49V3017 has no voice.) Rosebud mouth; tongue, pearly teeth.
5. New, full cut dresses, smartly styled by our famous stylist, Anne Williams.
6. Jaunty bonnets and undies in matching colors—very attractive.
7. Sprayed, waterproofed, pink tinted enameled composition head, arms, legs.
8. Prettier and better features—more life-like faces than found in most dolls selling for \$1.50 to \$2.00.

"I'm So Proud of My 'Furry' Outfit!"

(A) First time a 17-in. composition doll with "furry" plush ensemble, all these features has been sold for so low a price. Pretty white soft, cotton plush, Cossack style hat, coat, muff. Organdy frock. Undies, cotton socks, imitation leather shoes. Dainty mouth, teeth, tongue. Sleeping eyes, long lashes. Turning, tilting head. Long slim legs, inside jointed arms. Shpg. wt., 1 lb. 10 oz. 49 V 3017..... 95c

"Mama Says I'm Very Big for My Age"

(B) We'll say she's the biggest value in the doll line. 20 in. tall and pretty, too! Modeled curly hair is painted to look real. She has go-to-sleep eyes. Chubby arms and legs are curved and dimpled and inside jointed (the better way). Dainty lace trimmed organdy dress. Silk ribbon tied bonnet. Slip, rubber panties, white socks, shoes. Shipping weight, 2 pounds 4 ounces. 49 V 3114..... 95c

"Big, Why I'm 19 Inches Tall!"

(C) Such quality, daintiness, beauty! She's hard to match at \$1.50 or even \$2.00. Beautiful long curl mohair wig (sewed on, not pasted). Go-to-sleep eyes. Cry voice. Dainty printed ruffled organdy dress. Double ruffle organdy bonnet, ribbon tied. White undies, socks and shoes. Her long graceful legs and inside jointed arms are composition. Shipping weight, 2 lbs. 49 V 3016..... 95c





## Two Exceptionally Attractive Values

In Spite of Increasing Prices We Again Bring You Money-Saving Values

### New 14½-In. Composition Sleeping Girl

Stands alone. Hard-to-break composition. Moving eyes. Cute turning, tilting head. Full length, inside jointed arms; inside jointed legs. Dainty, floral swiss, dotted, braid trimmed organdy dress, organdy bow on dark sprayed hair. Undies, cotton socks and shoes. Shipping weight, 1 pound 4 ounces. **49c**

49 V 3460

### 14-In. Crying, Sleeping Baby

Cotton stuffed body. Composition, inside washer jointed arms composition head and legs. Deep hemmed, pleated, lace trimmed organdy dress, ribbon tied organdy bonnet. Undies, cotton socks, shoes. Shipping weight, 1 pound 8 ounces. **49c**

49 V 3463



### For Tiny Tots

Just right for baby's first doll! Because they are soft and cuddly Baby can sleep with them. **98c** Each

#### "Little Boy Blue" Doll

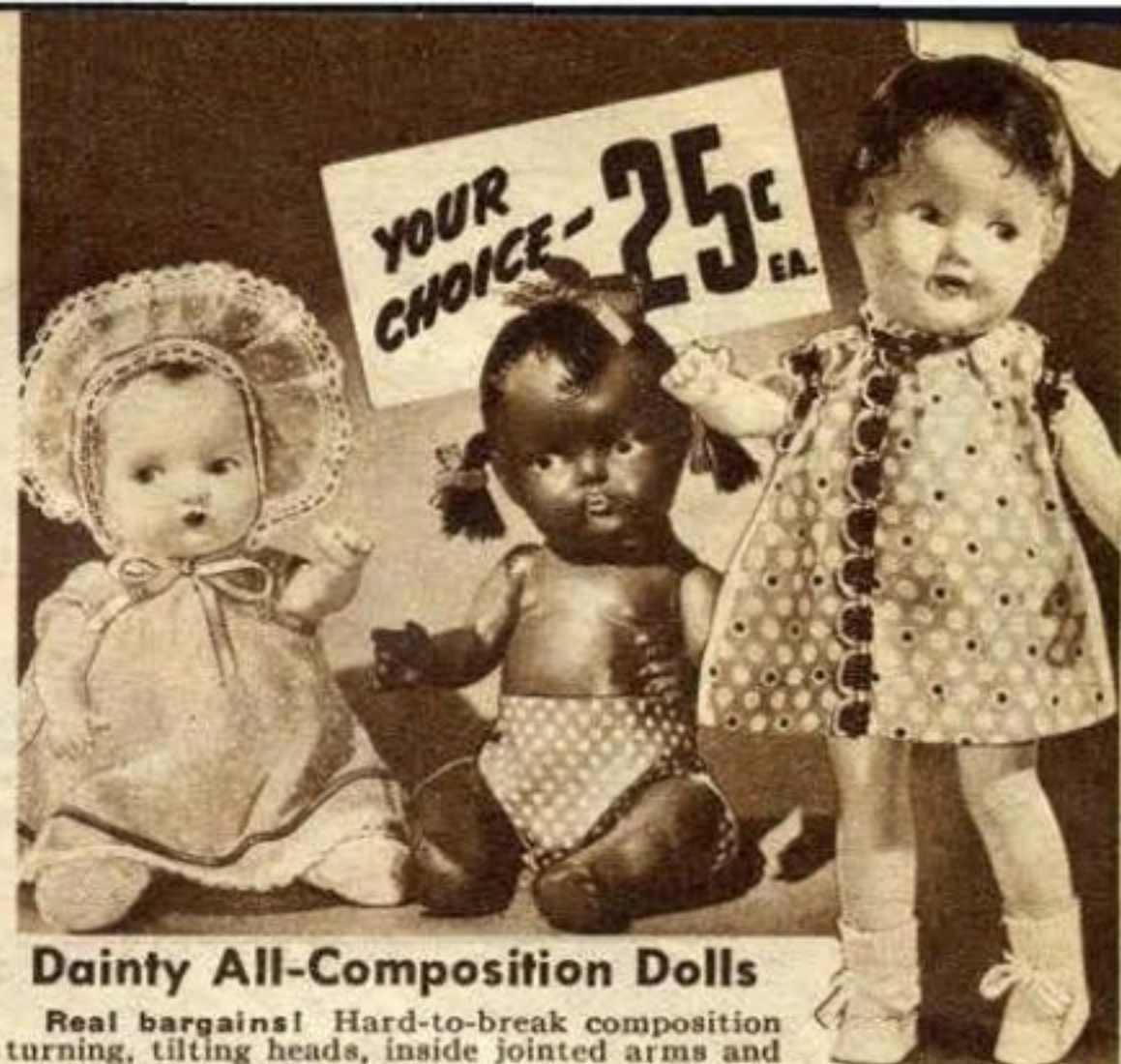
13-inch rayon plush, kapok stuffed. This doll almost brings to life the "Little Boy Blue" of nursery rhyme fame. Soft, fluffy with pretty, sanitary, painted face. Shpg. wt., 5 oz. **98c**

49 V 3107

#### 18-Inch Cloth Doll

Sanitary, rubberized, easy-to-wash pretty painted face. So big, she's a regular playmate. Body is soft and covered with bright colorful "Pepperel" print material. Shipping weight, 14 oz. **98c**

49 V 3106



## Dainty All-Composition Dolls

Real bargains! Hard-to-break composition turning, tilting heads, inside jointed arms and legs, sprayed enamel finish with winsome expressions in painted eyes. Shipping weight, each, 12 ounces.

### 9½-In. Baby Doll

Adorable. Printed, dotted, lacy organdy dress; bonnet, diaper, socks. **25c**

49 V 3446

### 9½-In. Topsy Doll

Brown color. Three cute pigtales; ribbon bow ties, colorful garments. **25c**

49 V 3445

### 11½-In. Girl

Stands alone. Cute, lacy, print dress, hair bow, socks, shoes. **25c**

49 V 3444

Regular  
**\$3.00 Value!**  
27 Inches Tall

**\$1.98**

• All composition. 27 inches tall. Big, lovely, standing, well dressed, all hard-to-break composition doll at a new low price.

So daintily dressed she's hard to resist. Organdy dress with organdy pointed collar, elastic puffed sleeves, matching bonnet. Undies. Cotton socks; tied imitation leather, buckle shoes. Inside jointed, turning tilting head. Wistful, sleeping eyes, long lashes. Dainty rosebud mouth, pearly teeth, little pink tongue. Mohair wig. (Cannot be combed or brushed.) Inside jointed composition arms (the better kind). Full length inside jointed composition slim legs. Shipping weight, 5 pounds.

79 V 3330... **\$1.98**



### Special 22-Piece Layette for Dolly

**98c**

Lace trimmed organdy dress. Ribbon tied bonnet. Cap, slip, coat, rubber panties, stomach band, bound diaper, safety pins, socks, booties, blanket, washcloth, towel, sponge, soap, nursing bottle, bib, pillow, pillow cover, powder and sheet. Surprisingly low priced! Fits 10½ to 19½-In. Dolls. State Height. Shipping weight, 1 pound. **98c**

49 V 3544

### 9-Piece Layette for Baby Dolls

**39c** And Up

A quality outfit for rubber or composition baby dolls. Consists of lace trimmed organdy dress, lacy bonnet, lacy slip. Canton flannel coat. Canton flannel diaper, all edges finished. Stomach band, socks, booties, safety pins. Shipping weight, 11 ounces. **Fits Dolls**

49 V 3538—10½ to 11½-in. **39c**  
49 V 3540—12 to 14½-in. **49c**



### 3 Pretty Dresses Special for

**89c** And Up

Three extra dresses for Dolly's wardrobe. Pretty printed morning dress "for play." Dainty, lawn afternoon dress for "dress-up." Crisp organdy evening dress for that "important party." Shpg. wt., 5 oz. **Fits Dolls**

49 V 3512—14 to 16½ in. **\$0.89**  
49 V 3513—17 to 19½ in. **.98**  
49 V 3514—20 to 23½ in. **1.09**  
49 V 3515—24 to 26 in. **1.19**



### 2-Pc. Sweater Sets 49c And Up

Your Dolly needs this stunning two-piece outfit when you take her "bye-bye." Blue sweater with white rolled collar, yarn ornament and knitted beret with yarn pompon to match. Shpg. wt., 6 oz. **Fits Dolls**

49 V 3504—13 to 14½ in. **49c**  
49 V 3507—15 to 17½ in. **59c**  
49 V 3508—18 to 19 in. **69c**  
49 V 3509—20 to 22½ in. **79c**





## We'll tell the World --- She's a Bargain

**26 INCHES OF REAL BEAUTY!**

• Only \$3 to \$3.50 babies  
have such de luxe features!

Go ahead—shake your head! We don't blame you one bit for wondering how such a breath-taking, human-looking, exquisitely dressed baby doll can be sold for so little money. We've never seen its equal. She's not just one of the usual "25 or 26-in." or "Big as a 6-month old baby" dolls with extra long, out of proportion bodies and too small head, arms and legs. She really is 26 inches tall and properly proportioned. She has big appealing sleeping eyes with long, real lashes, and can cry. Her "skin" is double sprayed and expertly flesh tinted to give it that beautiful human finish.

The perfect baby face has mouth open just enough to show tiny pearly teeth that glisten, and a little pink tongue. She can turn her pretty baby size head, hold up her full length arms, for they are inside jointed (the better way), sit up straight, or lie down. So soft and cuddly that you'll just love to hold her tight and feel her big arms cling to you—just like a real baby. She's dressed in a lovely full cut, ruffled organdy dress, trimmed with finest quality lace, with lace trimmed bonnet to match, combination undies, rubber panties, socks and booties. Shipping weight, 5 pounds.

79 V 3150 ..... \$1.98

**\$1.98**



### Beautiful Baby in Real Blanket Coat

Up to now a 24-inch baby of this type and quality sold for \$3.00 to \$3.50. Now you save about half at Sears! Bonnet with ruching insert, ribbon ties, and ruffle trimming complete this beautiful ensemble. Lace trimmed organdy dress. Nainsook undies, rubber panties, white cotton socks and tied moccasins. Soft cotton stuffed body, hard-to-break composition turning head, tied legs, and arms. Big, lustrous, sleeping eyes with real lashes, open rosebud mouth, tiny tongue and pearly teeth.

**24-Inch Size—Blanket Cloth Coat and Bonnet**  
Shipping weight, 3 lbs. 9 oz.  
49 V 3147 ..... \$1.98

**16-Inch Baby, Pique Coat and Bonnet, Otherwise as above**  
Shipping weight, 1 lb. 9 oz.  
49 V 3144 ..... 98c



### Beautiful De Luxe Baby Dolls

Here's loveliness de luxe for those who prefer quality to size. Exquisitely molded head, arms, and legs "rose petal" pink, double sprayed, hard-to-break composition—highly tinted. So real, so cuddly! Head tilts saucily. Big appealing, glass-like eyes go to sleep—long lashes, rosebud mouth, teeth and tongue. Full length inside jointed arms (the better kind) inside tied legs. Ruffly, celanese ensemble—lace trimmed collar; poke style bonnet, silk streamers; undies, rubber panties, rayon socks, imitation leather booties.


**16-Inch Size**  
Shipping wt., 2 lbs.  
49 V 3141... \$1.49

**20-Inch Size**  
Shipping wt., 3 lbs.  
49 V 3142... \$1.98

**26-Inch Size**  
Shipping wt., 5 lbs.  
79 V 3181... \$2.98

**\$1.49**  
16-in.

REFER TO SEARS BIG CATALOG FOR OTHER FINE DOLLS

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WishbookWeb.com



Again... Madame  
Alexander, World  
Famous Doll Designer,  
Scores a Hit!

JANE  
WITHERS'  
DOLLS—1937's  
BIG HIT!

Jane Withers

NEW!

Alexander Sensation

The lovable imp of the movies—created into a laughing, adorable human looking doll. Head turns and tilts. Soft combination "brown ringlets and bangs," mohair wig. Go-to-sleep eyes. Curly lashes. Teeth and tiny tongue. (49 V 3350 has closed mouth, no teeth or tongue.) De Luxe composition inside jointed arms, long slim legs. Lace trimmed dress, cute hat with saucy, turned up brim, lace undies, rayon socks, snap buckle shoes... the prettiest doll of the year. "Gold plated" name pin and Jane Withers' photo included.

13½-In.	15-In.	17-In.	20-In.
49 V 3350	49 V 3351	49 V 3352	49 V 3353
Shpg. wt., 1 lb. 4 oz.	Shpg. wt., 1 lb. 12 oz.	Shpg. wt., 2 lbs.	Shpg. wt., 2 lbs. 8 oz.
\$2.25	\$2.69	\$3.59	\$4.59

ANNETTE

EMILIE

COPYRIGHT  
1937 NEA  
SERVICE, INC.

YVONNE

CECILE

MARIE

Yvonne

New Dionne Quints  
NOW WITH VOICES

Every little girl has wanted a Dionne quint that could say "Mamma" as well as sleep.

Here it is, larger, more real, more charming than ever, and they stand up like they did last year, too. Go-to-sleep eyes, curly dark brown hair, tied with silk ribbon rosette and bandeau. Soft cotton stuffed babies—made of hard-to-break-composition. Pink tinted head, arms, and legs.

Mama voice. (49 V 3070 has crying voice.) Organdy lace, front shirred, trimmed dress, organdy undies, two-tone rayon socks, snap buckle shoes. "Gold plated" name pin, Quint booklet Incl. Order by name, Yvonne, Marie, Cecile, Emilie, Annette.

13-Inch Quint	17-Inch Quint	20-Inch Quint
Shpg. wt., 1 lb. 12 oz.	Shpg. wt., 2 lbs. 4 oz.	Shipping wt., 3 lbs.
49 V 3070	49 V 3071	49 V 3072
Each.....\$2.98	Each.....\$3.98	Each.....\$4.98

PARATEX  
SALLY  
JANE

She  
Won't  
Break

For Shirley Temple Dolls, See Sears Big Catalog

She  
Really  
Walks

Not Only Long Lasting, but Beautiful

She's hard rubber (Paratex) which won't chip, crack or peel, is not affected by water. Made by American Character Doll Co., Inc. Sleeping eyes—long lashes, turning tilting head, inside jointed arms and legs. Stands alone. Human hair wig, sewed on cloth foundation, tied with silk ribbon bows. Celanese dress, wide ruffles, ribbon rosette. Lace trimmed undies, socks, snap buckles shoes.

49 V 2880—15-Inch Size. Shpg. wt., 1 lb. 8 oz. ...\$2.98

19-Inch Size

Shpg. wt., 3 lbs. 49 V 2881...\$4.98

Our Darling "Pig Tails"

Fine imported human hair ringlet wig. Glass-like, sleeping eyes, long lashes, cry voice. Full length, slim legs and inside jointed arms, of composition. Rich celanese dress, close fitting black velvet bodice. Edged collar, elastic puffed sleeves. Complete with cute undies, lace slip, rayon socks and shoes.

16-Inch Size

Shpg. wt., 2 lbs. 49 V 3038...\$2.98

24-Inch Size

Shpg. wt., 4 lbs. 49 V 3049...\$4.98

Greatly Improved for 1937

Grasp around waist from back, she steps along, head turning automatically. Human hair wig with 6 long curls. Big wistful, glass like eyes, that sleep—long lashes. Hard to break composition legs, inside jointed arms. She sits or stands. Lustrous, celanese taffeta pleated dress, lacy undies. Socks, shoes.

16-Inch Size

Shpg. wt., 1 lb. 8 oz. 49 V 3396...\$2.98

20-Inch Size

Shpg. wt., 2 lbs. 8 oz. 49 V 3398...\$4.98

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SEARS

WishbookWeb.com





**"This 'Round the Clock'  
FOUR-COSTUME OUTFIT  
Will Be Tops for 1937, Why the  
Doll Alone Is Worth \$2"—Anne Williams**

**8 P.M. to 8 A.M.**  
Cozy and warm. She'll love these soft cotton flannel pajamas, so smart looking and snug on cold winter nights.

**8 A.M. to 12 Noon**  
Print, school or morning dress with ruffle, lace trimmed around bottom. Peter Pan collar. White undies, cotton socks, shoes.

**12 Noon to 4 P.M.**  
For strolling or shopping. Stylish printed pique coat, smart tam to match! She'll be the hit of the avenue!

**4 P.M. to 8 P.M.**  
Crisp, organdy party dress. Contrasting ruffle and trim, silk ribbon tied organdy bonnet. The sweetest outfit of all.

**Beautiful, 21-Inch Doll and 4 Stunning Outfits Described Above**

Soft human hair curls. Pretty wistful sleeping eyes, long curly lashes, dainty rosebud mouth, white pearly teeth, and little pink tongue. Finest full length composition legs. Inside washer, jointed full length arms (the better kind), double sprayed, pastel pink tinted composition.

**49 V 3069—Doll and 4-Costume Outfit. Shpg. wt., 2 lbs. 8 oz. ....**

**\$1.98**



"I Cry"  
"I Sleep"

**More Real Hair Dolls in Sears Big Catalog**



**22-Inches—Real Hair Curls**

Others ask up to \$3.50. Smartly styled with removable, floral organdy coat and hat. Adorable dream-like outfit: coat, hat, dress and undies. Extra long real human hair curls on full foundation sewed wig. Finest, double sprayed, pastel tinted, jointed composition head, arms, legs. Soft cotton stuffed body. Expressive, big glass-like sleeping eyes, long curly lashes. Rayon socks, buckle leather shoes.

**49 V 3054—Shpg. wt., 3 lbs. \$1.98**

**\$1.98**

**25-In. Vision in Organdy.**

Regularly \$3.50 for this quality. Unusual, not only because she's big, but she's also dressed in the loveliest print organdy dress with jaunty hat to match. Six long human hair curls, fall over her pretty shoulders. Big wistful sleeping eyes, real lashes—Hard to break composition head, arms and legs with soft cuddly, stuffed body. Combination undies, socks and white buckle shoes.

**79 V 3053—Shpg. wt., 4 lbs. .... \$1.98**

**\$1.98**

**Big and Sweet as She Can Be**

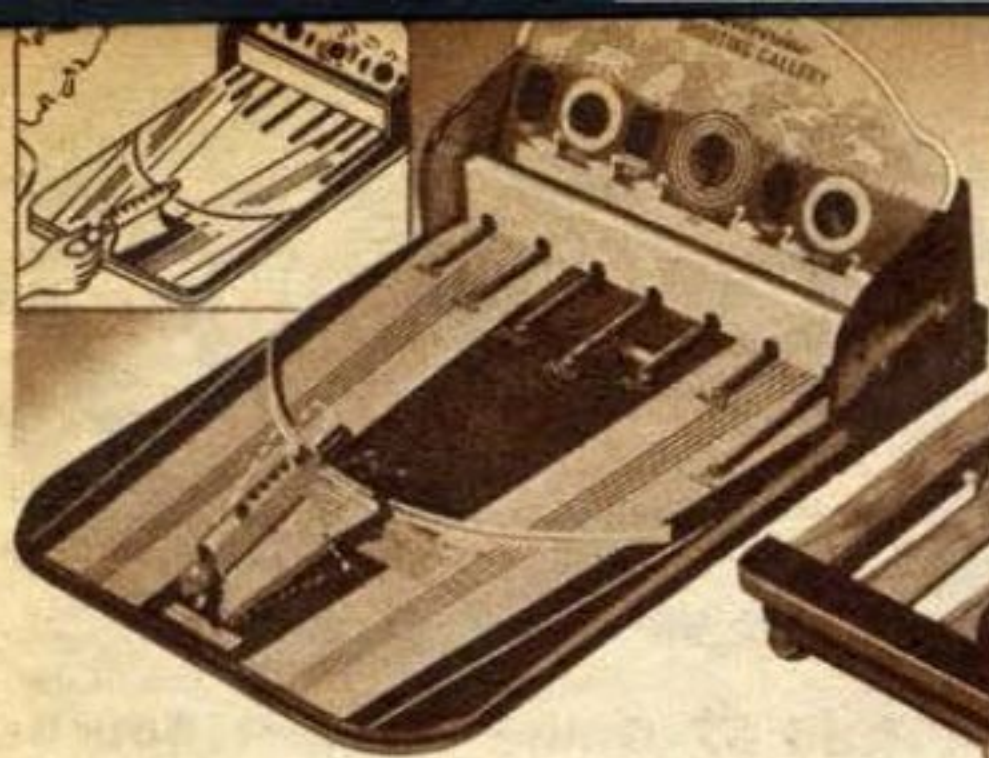
No wonder others ask as much as \$4.95. Eight long human hair curls. Wistful, go-to-sleep, glass-like eyes. Long lashes. Cute, shirred ruffled organdy party dress, silk ribbon tied poke style bonnet, combination undies, two-tone rayon socks and snap buckle shoes. Extra fine quality, double sprayed, pastel pink composition head and arms inside jointed (the better way). Soft, cotton stuffed body. Shipping weight, 5 lbs.

**79 V 3055 \$2.98**

**\$2.98**

**SEARS** **PAGE 13**



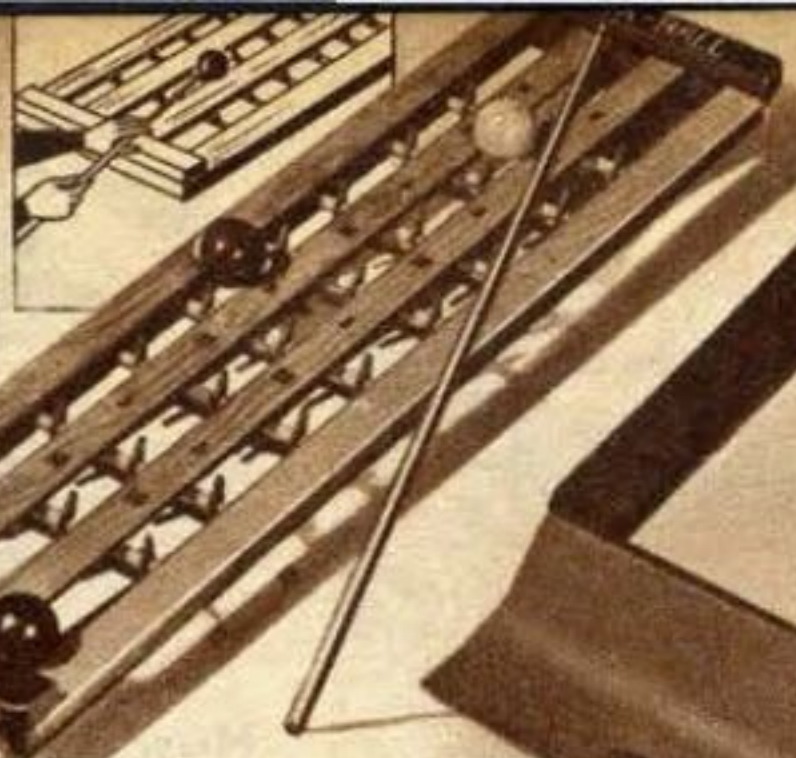


### Some Shooting Gallery

The best 6 shots win. 6 steel balls are loaded into gun which automatically feeds one shot at a time. Balls return. 6 numbered and 3 knock-over targets. Adjustable swivel gun. Bright color metal base, 18½x11½ in.

**89c**

49 V 110—Shpg. wt., 3 lbs. 4 oz. 89c

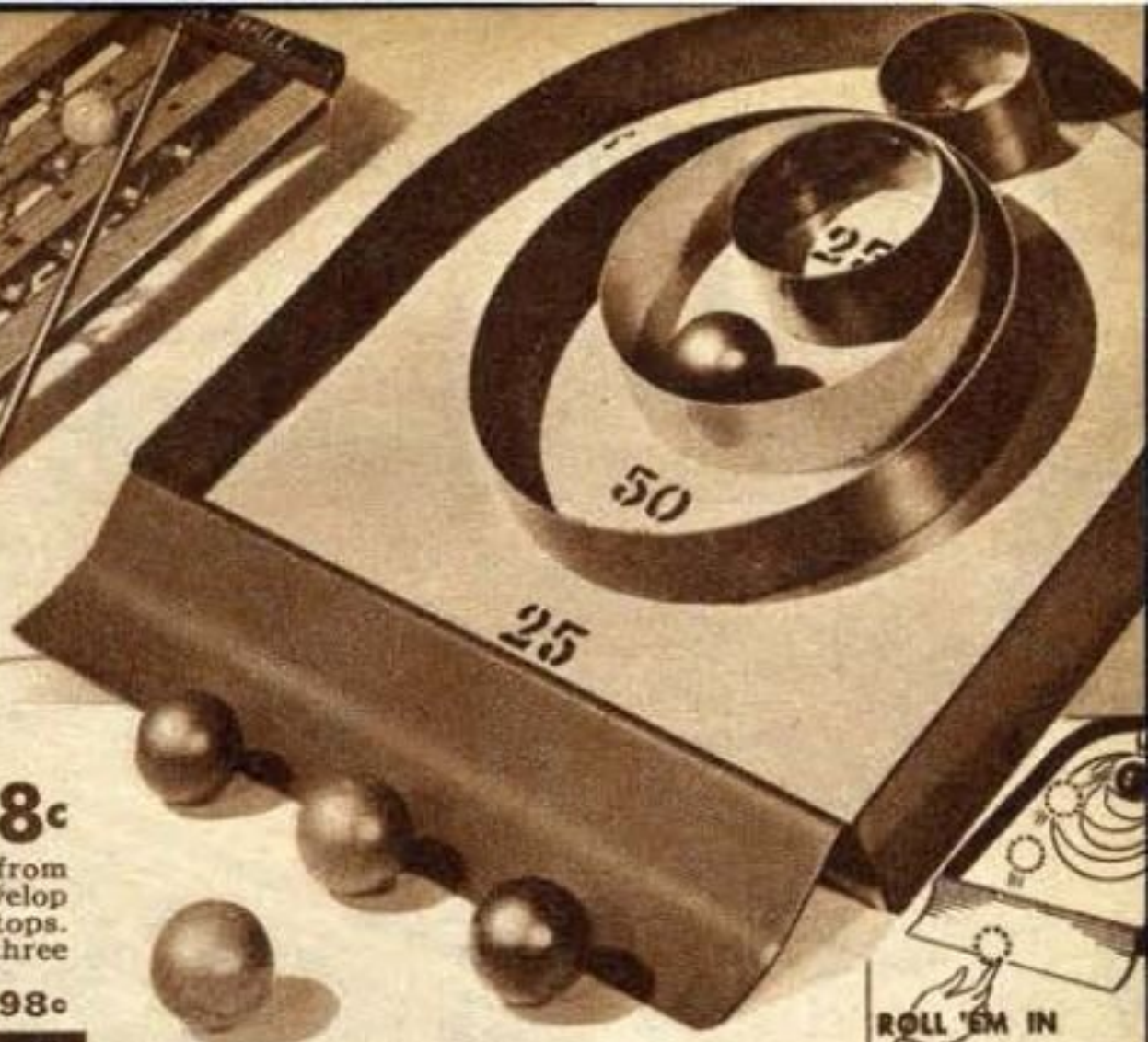


### New "Klik" Ball Game

Skill and thrills! Hit ball up incline with 28-in. wood cue. Pivoted stops fall over but straighten up after ball passes to prevent balls from rolling back. Each stop has a score. Develop skill in placing balls at high score stops. Board, 31 in. long, 8 in. wide with three alleys. 3 enameled balls.

**98c**

49 V 185—Shpg. wt., 3 lbs. 8 oz. 98c



### New Skill Skee Ball Game

The New Regel Popular Amusement Park and Carnival game now reduced to home game size for use on table, floor or even outdoors. Some thrill to start ball on its journey, watch it hit incline and then hop into space possibly landing in the 500 ring at top or just rolling to the bottom and scoring only 25. 17½ in. long and 15½ in. wide. Played on floor, table or outdoors. Heavy gauge metal. Bright baked-on enamel finish. By rolling the five wooden balls one at a time, carefully and accurately, they will fall into the scoring pockets marked 25-50-100-250 and 500. You win by rolling the balls into highest marked pockets.

**79c**

49 V 246—Shipping weight, 6 pounds. 79c

## GAMES FOR EVERYONE!



### Can You Throw a Ringer?

You'll soon find out with these indoor or outdoor rubber horse shoes. 2 red, 2 black. 5½ in. long, reinforced with steel. 2 nickel plated pegs. Enameled metal plates, 11¼ inches square.

**69c**

49 V 119—Shpg. wt., 2 lbs. 10 oz. 69c

### Thrilling! 8-Hole Skill Ball

Fun for youngsters, and how the old 'uns will go for it. Three 1¼-in. enameled wood balls to be rolled into any of the 8 holes each marked with a score. Best score wins. All steel, 12x11½ inches.

**47c**

49 V 174—Shpg. wt. 2 lbs. 8 oz. 47c

FOR FAMOUS LARGER BURROWES POOL TABLES... TABLE TENNIS AND MANY OTHER GAMES SEE SEARS BIG GENERAL CATALOG



### New Midway Shooting Game

Looks like a real shooting gallery—round target 15 in. in diam. and alternate rows of rabbits, birds and clay pipes, each numbered for scoring. Over-all size, 27 in. high, 16 in. wide. Made of heavy steel. Includes one red, one black, 8-in. steel gun, 4 suction cup rubber darts. Shpg. wt., 4 lbs.

**94c**

49 V 184—Complete. 94c



### New Aero Target Game

Shoot! Out darts one of the two real flying airplanes included, speeding toward the big 18-in. target up to 30 ft. away. Suction cup on end sticks if it's a hit. Airplanes are made of light weight wood with reinforced wings. Harmless—thrilling. A real game of skill. Target on tripod, 21 in. high. Shpg. wt. 1 lb. 10 oz.

**89c**

49 V 249—Complete. 89c



### Bang! Down Go the Crows!

Usual \$1.00 Value. 4 brightly colored cardboard crows sit on fence in front of 12x9-inch corn field. Take aim with 17-inch break-action pop-gun and Bang! Down goes a pesky crow! See if you can bring them all down in 4 shots. Not so easy as you think! Plenty of corks included. Shipping weight, 1 pound 13 ounces.

**69c**

49 V 199—Complete. 69c



### Pop Donald & Mickey!

Mow 'em down. Target game for any number of players. 4 Mickey Mouse and 4 Donald Duck soldiers, about 6x2½ in. Colored cardboard on wood block. Strong gun and corks. Colored box, 18¼x8½ inches. Shipping wt., 1 lb. 6 oz.

**42c**

49 V 123—Complete Set. 42c



### 7 Jigsaw Puzzles—50c Value

Beautifully colored. Make attractive pictures, 9½x7½ in. Different subjects of Tillie the Toiler, Little Annie Rooney. Each 9½ in. x 7½ in. A pleasant pastime for everybody. Sold by mail only by Sears.

**25c**

49 V 3871—Shpg. wt., 2 lbs. 6 oz. 25c



### Duck Shooting Game

Boy! Is this fun! Ducks sit on scoring spots on base. When hit, they fall over to show your score. 9 colored cardboard ducks, about 2½ in. high. 13½-in. single barrel harmless, break-action, cork shooting gun, 6 corks. Colorful box makes ideal setting for duck targets.

**45c**

49 V 172—Shpg. wt., 1 lb. 45c

### Dick Tracy Gets His Man

Big as Usual \$1.00 Value!

**53c**

Dick is a sure shooter; you can be with a little practice. Target of heavy cardboard, bright circles in different colors; 17½-in. diameter. Wood tri-pod, 8-in. steel dart-shooting gun, 3 rubber suction cup darts. Shpg. wt., 1 lb. 14 oz.

49 V 168... 53c



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## FOR MOM AND DAD, TOO



### PINCH HITTER—First Game of This Type Under \$10.00

Baseball brought right to your parlor. Players really hit, strike out, walk, run bases and score. **Diamond revolves automatically when base on balls is given or hit made.** A marble rolls down the middle path, enters the playing diamond, and automatically sets a key wind spring motor in motion which causes marble to be carried around the bases on a revolving disc. It may stop at first base or go all around for a homer, you never know. Has pockets for balls, strikes and outs. Colorful, non-warping Masonite playing surface. Metal parts nickel plated. Measures 23 3/4 x 12 in. A strong spring shooter sets each of the 9 marbles in action. **79 V 241—9 Marbles Included. Shipping wt., 7 lbs. .... \$1.98**



### Monopoly—Finance

The game of the century. Build houses, buy railroads, rent property. Folds. **Monopoly 19 in. sq. 2 to 7 players. 49 V 220—Shpg. wt., 2 lbs. \$1.69**  
**\$3.50 De Luxe Monopoly**  
 Up to 10 players.  
**49 V 223—Shpg. wt., 4 lbs. 2 oz. .... \$2.89**  
**Finance—At Popular Price**  
 Holder of most property wins. Folding board, 18 1/2 in. sq. For 2 to 7 players. **89c**  
**49 V 222—Shpg. wt., 2 lbs. 4 oz.**



### New! Detective Game

Mystery games are very popular right now. Designed by America's ace of detective story writers, S. S. Van Dine. Arrest your suspect, convict him if you can. Discover who stole the bonds. Large colorful, playing board, 18 3/4 in. sq. 10 conformation cards, 6 suspect cards, 100 clue cards, 6 sets of 12 juror cards. 2 dice, 6 enameled pawns, 3 large pawns. Every minute thrilling! Up to 6 can play. Shipping weight, 2 lbs. 6 oz. **49 V 227 ..... \$1.79**



### New Low-Priced 67-Game Ricochet Board

Finest collection of games ever worked out on one board. Enjoyment for the whole family—adult games—juvenile games—party games. Play crokinole, checkers, pitching pennies, ten pins, horse race, auto race, lotto, just scores more. Board, 24x24 in.—unbreakable, unwarpable Masonite, nickel plated metal rim with red stripe. Playing surface brightly colored. No nails or screws—it's riveted permanently. Playing parts and instructions. **79 V 247—67-Game Combination. Shpg. wt., 7 lbs. .... \$1.49**



### DEALER—2-in-1 Pin Game

Regular \$1.25 Value

So popular last year with young and old alike, that we offer it again without change, at a lower price! Yes, siree! The whole family will enjoy this game. Non-warping, processed back; grooved-in, nickel plated rim, not nailed. Riveted pins will not come out. The dealer shoots the marbles into cage and second player tries to match the dealer's score. Or you can be both dealer and matcher; shoot 3 marbles into cage, try to equal or beat score. Spring dealer-shooter, extra spring kicker. Instructions. Size, 24x12 inches. Shipping weight, 5 pounds. **79 V 239 ..... 94c**



### New Electric Bingo-Jector

50 Bingo Cards

Now every family can play Bingo at home just as they do in the "movies." Bingo-Jector flashes numbers on wall, anywhere, day or night, (no screen necessary). No one knows what number will appear—a thrill with every spin. **Any number up to 50 can play.** 200 wood markers, 1 master calling card. Special lamp, operated on A.C. or D.C. Use a regular home appliance cord (not furnished). Made of heavy steel, 7 3/4 x 5 x 3 3/8 inches. Regular projector lens. Actual replica of theater machines. Shipping weight, 3 pounds. **49 V 186 ..... \$1.89**



### Badminton Indoors or Out 89c

Two Playbird bats of non-warpable Masonite; shaped wood handles. Two shuttlecocks; rubber base, adjustable for playing space. Tape net. Shipping wt., 1 lb. 14 oz. **49 V 258 ..... 89c**

### Feed'n the Kitty \$1.79

The Cat's Meow! Tic-Tac-Toe fans, here's a glorified version of your game played with dice, 100 chips and 2 kitties on a 14-in. felt mat. Every time you forget to feed the kitty the others "meow" and you pay double. Shipping weight, 1 lb. 10 oz. **49 V 256 ..... \$1.79**

### Popular Cargoes \$1.39

Sail the Seven Seas transporting cargoes of timber, cotton, etc. to far away fascinating lands. Learn imports, exports of many of the world's harbors. Folding board 28x15 1/2 in. For 2 to 4 players. Shipping weight, 3 pounds 6 ounces. **49 V 126 ..... \$1.39**

### Gee-Wiz Horse Race \$1.79

Hurry, hurry, hurry! Pick your horse, make your bet, watch him race down the stretch a winner! No two races alike. Children can work it. Sturdy metal; colorful finish. 5 different forms of play. Size, 15 3/4 x 5 3/4 in. Shipping weight, 2 pounds 10 ounces. **49 V 107 ..... \$1.79**

### NEW Americana 89c

New adult game. Up to 9 can play. Deal out cards, ante chips, collect the play cards, then bid for pot and try to win ante. It's exciting, keen fun. Folding board, 19 1/4 in. sq. Includes regular playing cards, chips, counters. Shpg. wt., 1 lb. 10 oz. **49 V 226 ..... 89c**



# Make This YOUR Family's Happiest Christmas

WITH A POWERFUL

NEW  
*Silvertone*  
RADIO

SAVE 30% to 50%  
AT SEARS



(B) \$21<sup>95</sup> CASH  
A. C. ELECTRIC



(A) A. C. ELECTRIC  
\$33<sup>45</sup> CASH  
\$4 DOWN

AMERICA'S  
BIGGEST VALUE 10-TUBE PERFORMANCE  
ALL-WAVE—FOREIGN RECEPTION RADIO

(A) 3 Tuning Bands . . . New Easy Tuning Dial . . . Tuning Eye

Radio experts say this Silvertone is the "Greatest radio value in America at this low price." There's YEARS of HAPPINESS AHEAD for you and your family with this Super Powered, improved tuning, beautiful Silvertone to bring the best on the Air from near or far, into your home. It is truly a fine QUALITY radio in every detail . . . yes, it will get more stations from foreign countries and in America . . . greater distances . . . is easier to tune . . . and has a finer tone than many radios having 4 or 5 more tubes. That's why we want you to make our "THRILL TEST" explained on Page 59 and compare it with other makes selling for \$60 to \$75. Why should you pay more for any radio when Sears will PROVE Silvertones give you "Most for the Money," because you SAVE the extra profits usually added to the manufacturing cost.

Its wide range, 3 Tuning Bands get Short Wave, 1.7 to 6.1 M.C.; Foreign, 6.1 to 18 M.C.; Broadcast, 545 to 1775 K.C., bringing in foreign, all American, police, airplane, amateurs and ship calls with amazing clearness. The Improved Superheterodyne Circuit gives Extra Power 10-Tube Performance from 8 NEW OCTAL BASE TUBES (2 dual purpose). An entirely new Full View "TILT-BACK" Edge Lighted Dial with foreign and American city names on it so you can tune by name and the Tuning Eye make perfect tuning quicker and easier. Its large size Electro Dynamic Speaker furnishes a rich, clear tone that challenges comparison with highest priced sets. Other important features are Powerline Noise Rejection . . . "Newest Beam Power" Audio System . . . New Synchronizer . . . Large, marked knobs. Cabinet has classy one-piece stump and sliced walnut veneer instrument panel and top with delightfully matched grille, knobs and dial. Size, 19½x12½x10½ inches. For 110-120-volt A.C., 50 or 60-cycle. If in 25-cycle territory mention and send \$3.00 extra. Listed by Underwriters' Laboratories. For Sears Easy Terms, see Page 5. Mailable but we recommend freight or express. Shpg. wt., 39 lbs.

57 V 4765—Cash. Radio (A) illustrated directly above. . . . \$33.45  
57 V 5575—Aerial Kit. Shipping weight, 2 pounds. . . . 69c

(B) SILVERTONE 8-TUBE PERFORMANCE RADIO

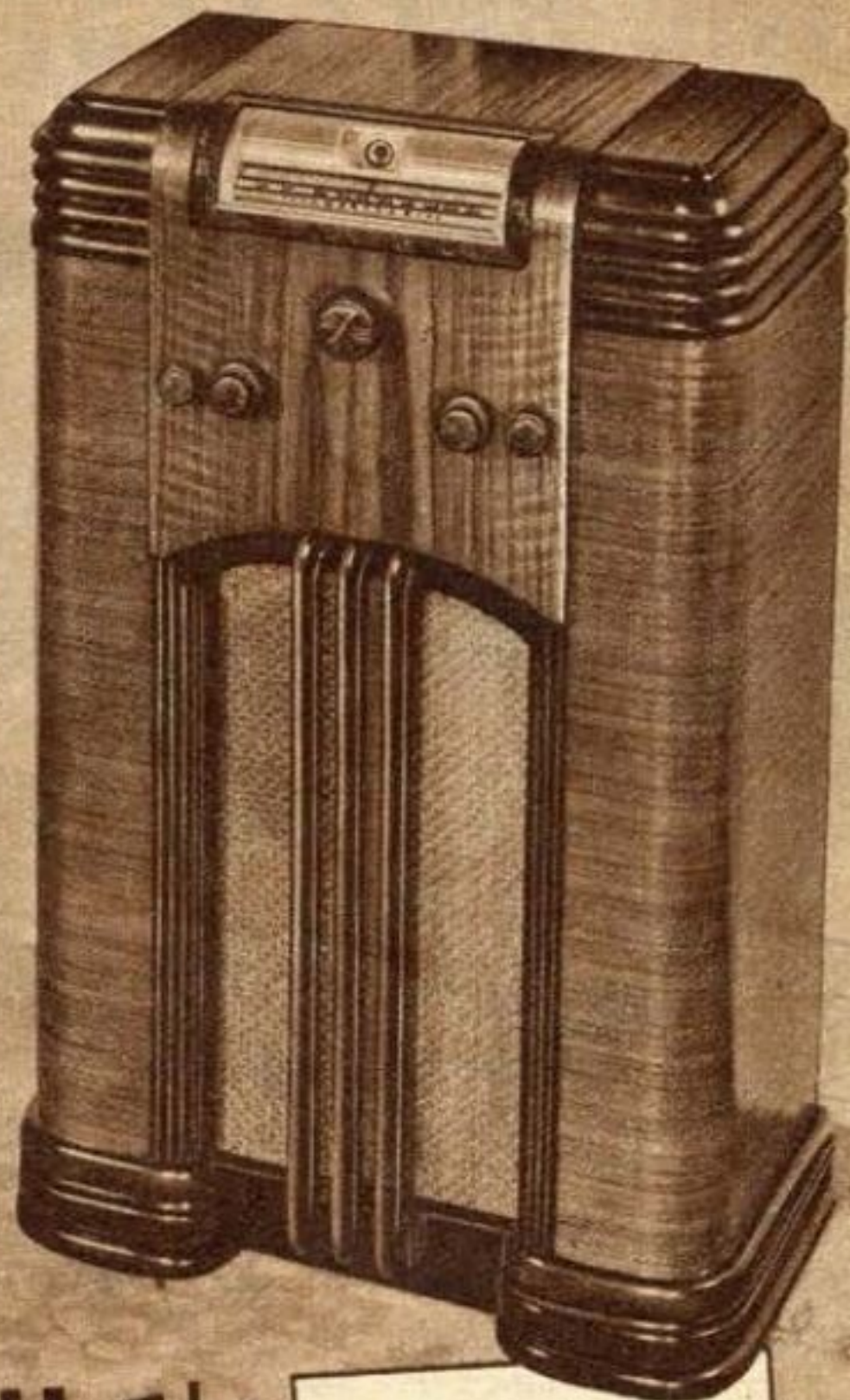
Compare It With Other \$35 to \$40 Radios

OUTPERFORMS MANY OTHER RADIOS USING SEVERAL MORE TUBES

If you have an old model, short distance radio that can't get Foreign Stations and you do not feel you can invest more in a new radio . . . then, by all means, buy this Silvertone. It's a marvelous low priced radio that actually OUTPERFORMS many other makes having many more tubes for one-half their operating cost. Compare it with other makes your friends have costing \$35 to \$40 or more. Notice how clearly it gets foreign programs, all American broadcasts, police calls and amateurs. Make the "THRILL TEST" shown on Page 59. It has 3 Tuning Bands: Range, Foreign, 6 to 18 M.C.; Short Wave, 2.2 to 6.5 M.C.; American, 545 to 1720 K.C. Automatic Volume Control, Variable Tone Control, 3-Gang Tuning Condenser and Dynamic Speaker are fine features that give this Silvertone a smooth, even, realistic tone that will astonish all listeners. And its Superheterodyne Circuit gives strong 8-Tube Performance from its 6 TUBES, 2 of which are dual purpose. Large Airplane Dial with Tuning Eye makes perfect tuning simple. New horizontal cabinet is exceedingly neat and attractive; walnut veneer instrument panel. Size, 17½x10½x8½ inches. For 110 volts, 50 or 60-cycle A.C. If in 25-cycle territory, state and add \$2.00 extra. Listed by Underwriters' Laboratories. See Page 5 for Easy Terms. Mailable. Shipping weight, 21 pounds.

57 V 4575—Cash. Radio (B) illustrated at top of page. . . . \$21.95  
57 V 5575—Aerial. Shipping weight, 2 pounds. . . . 69c

All Radios on this page are shipped from Chicago, Philadelphia, Boston, Minneapolis, Cleveland or Binghamton, N.Y. Send your order to Chicago, Philadelphia, Boston or Minneapolis or



11-Tube  
PERFORMANCE

A. C. ELECTRIC  
\$51<sup>85</sup> CASH  
\$5 DOWN

Marvelously  
Improved NEW 1938 Silvertone  
No Bending . . . Easy to Tune Dial  
Guaranteed Foreign Reception  
\$100 Features at Half-Price

It's no wonder millions are changing to Silvertones, for look at this big, powerful, beautiful Console Model. It looks like \$100 radios . . . and you'll say it's their equal when you SEE and TRY IT for 15-Days as explained in our "THRILL TEST" on Page 59. It has all the new, improved features for quick, simplified tuning of all stations, without discomfort nor sacrifice of beauty. Here's a Christmas Time gift that will keep giving happiness, pleasure and educational benefits to ALL for many years to come.

ALL-WAVE . . . 3-BANDS . . . TUNING EYE  
MAGNIFICENT TONE . . . RARE BEAUTY

3 Tuning Bands. Range, Foreign, 5.8 to 18 M.C.; Int. Short Wave, 1.7 to 6 M.C.; American, 545 to 1800 K.C. . . . Beautiful, advanced design, illuminated "ROLL-OVER" Dial with foreign and American cities printed in large type for easy tuning by name . . . Only one tuning band is shown at a time . . . controlled by WAVE BAND Selector Switch . . . 11-Tube Performance is attained by our Improved Superheterodyne chassis with 10-newest octal base tubes (1 dual purpose) . . . Valuable Tuning Eye . . . Large, powerful 10-inch Dynamic Speaker combined with Automatic Volume Control and Tone Control give this Silvertone a wonderfully smooth, rich voice . . . Automatic Bass Compensation . . . Double "Beam" Output Tubes . . . Lo-Noise Tuning Control for quiet tuning of local stations . . . Molded curved Dial Bezel . . . Large, marked Tuning Knobs . . . Moisture proofed Coils . . . Automatic Aerial Selection. R.C.A. Licensed. The big, full size cabinet has the newest, one-piece Roll Top and Instrument Panel of elegantly figured stump and stripe walnut veneers. Large grille louvers and decorative sides give it beauty surpassing many high-priced sets. Size, 37½x22½x12½ inches. For 110-120-volt, 50 or 60-cycle A.C. Listed by Underwriters' Laboratories. If for 25-cycle territory, mention and add \$4.00 extra. For Easy Terms, see Page 5. Not mailable. Shipping weight, 70 lbs.

57 VM 4680—Cash Price. . . . \$51.85

57 V 5567—Special Doublet All Wave Aerial. Shipping weight, 4 pounds 8 ounces. . . . \$2.39

SEARS ✓ PAGE 57



# THE GREATEST GIFT OF ALL... FOR ALL



**8-Tube**  
**PERFORMANCE**  
**\$27.85**  
Cash  
\$3 Down



**6-Tube**  
**PERFORMANCE**  
**\$20.80**  
Cash  
\$3 Down



**6-Tube**  
**PERFORMANCE**  
**\$16.65**  
Cash

## Silvertone ONE-BATTERY Radios

No "B" or "C" Batteries Needed

**ONE BATTERY DOES IT ALL... at Exceptionally Low Cost**

**You Save 30% to 50% on These Popular Models at Sears**

- Guaranteed Foreign Reception
- 3-Tuning Bands... Wide Range
- Flash-O-Lite, 6-inch Dial

- Guaranteed Foreign Reception
- Beautiful Tone Dynamic Speaker
- Very Lowest Operating Cost

There's 20 years of valuable battery radio experience back of these Silvertones. Yes, we will prove to you, by our "THRILL TEST" on the next page that this 8-Tube Performance Silvertone will match up in performance, quality and economy with other makes selling for nearly double our price. 8-Tube Performance is achieved by the Improved Superheterodyne Circuit using 6 new type tubes (2 dual purpose).

Its 3-Tuning Bands, Range: Foreign and Short Wave, 2.2 to 6.5 M.C. and 6 to 18 M.C.; American, 545 to 1720 K.C. will bring into your home the finest entertainment from foreign countries, American stations, also police, amateur, airplane and ship calls. The Automatic Volume Control, Variable Tone Control combined with the large Dynamic Speaker give a smooth, even flow of the sweetest tones you've ever heard from such a reasonably priced radio... at Extremely low operating cost. The stylish, horizontal cabinet has a lovely stump walnut veneer front panel. Size, 18 1/2 x 11 1/2 x 9 inches deep. For Easy Terms, see Page 5. Mailable.

**57 V 4519**—With tubes (less battery, see below). Shipping weight, 23 pounds... **\$27.85**

**57 VM 4674**—Special combination offer: 57 V 4519 radio and 57 VM 5220 air-charger. Not mailable. Shipping weight, 95 pounds... **\$45.35**

**57 VM 4673**—Special combination offer: 57 V 4519 radio and 57 V 5210 Gas-O-Power charger. Not mailable. Shipping weight, 77 pounds... **\$52.80**

**57 V 5575**—Aerial. Shpg. wt., 2 lbs... **69c**

This ONE-BATTERY Silvertone is a Miracle Worker bringing in Foreign and American Broadcasts, Police, Airplane and Amateurs. Users say "Its 6-Tube Performance EXCELS their neighbors' radios of other makes that cost 3 or 4 times more, for 1/2 the operating cost." Its Improved Superheterodyne Circuit uses 4 of the newest type Octal Base Tubes (2 dual purpose) that give powerful 6-Tube Performance at amazingly low cost. Tuning Range: Foreign and Short Wave, 2.1 to 7 M.C.; American, 550 to 1720 K.C. 6-inch Dynamic Speaker in the top. Large Easy-to-Tune Airplane Dial. Automatic Volume Control. Handsome "Roll-over" front and top of maple veneer. Size, 11 1/2 x 14 x 8 1/2 inches deep. For Easy Payments, see Page 5. Mailable.

**57 V 4421**—With tubes (less battery, see below). Shpg. wt., 21 lbs... **\$20.80**

**57 VM 4672**—Special combination offer: 57 V 4421 radio and 57 VM 5220 air-charger. Not mailable. Shipping weight, 93 pounds... **\$38.30**

**57 VM 4671**—special combination offer: 57 V 4421 radio and 57 V 5210 Gas-O-Power charger. Not mailable. Shipping weight, 75 lbs... **\$45.75**

**57 V 5575**—Aerial. Shpg. wt., 2 lbs... **69c**

## BARGAIN Long Distance BATTERY RADIO

- 20% to 30% Longer Battery Life
- Greatly Reduced Operating Cost
- Quicker and Easier Tuning Dial

Here's one of the Wonders of Radio... a fine performing, inexpensive to buy and low cost to operate radio that reaches exceedingly long distances and has a surprisingly realistic tone. What a Christmas gift for those who do not have a radio... or for those with old obsolete model... or for the children's use.

Its 6-TUBE PERFORMANCE is accomplished from an improved Superheterodyne Circuit using 4 new type octal base tubes, 2 of which are dual purpose. Long Range Tuning; 545 to 1720 K.C. also gets some police calls. New Battery Saver Circuit and Longer Life Batteries combined with One Year Fully Guaranteed Super Silvertone Tubes make this an unequalled value. For thousands of homes it will get more stations and its improved Battery Type Speaker furnishes a finer tone than their present radios... for 1/2 to 1/3 the operating cost. The cabinet is the latest horizontal styling with decorative grille and walnut veneer front panel. Size, 13 1/2 x 8 1/2 x 9 1/2 inches deep. Complete with 4 tubes, one dry "A" or 4-volt storage battery and 2 "B" batteries. On-off Indicator on Dial.

**57 V 4617**—With dry "A" battery. Mailable. Shipping weight, 34 pounds... **\$16.65**

**57 VM 4618**—With 4-volt storage battery. Not mailable. Shpg. wt., 36 lbs... **\$18.65**

**57 V 5575**—Aerial. Shpg. wt., 2 lbs... **69c**

**Make the "THRILL TEST"**  
**Explained on Opposite Page**

## SPECIAL PRICES ON RADIO BATTERY CHARGERS



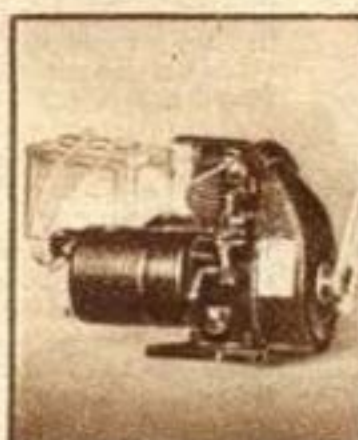
**\$6.00**

### EXTRA SAVING Silvertone AIRCHARGER

A greatly improved Patented Battery Charger for charging 6-volt or 2-volt storage batteries without operating cost.

Furnished complete with 6-foot iron tower for flat or gable roofs, automatic cutout relay, ammeter and battery clips. Specially priced when purchased with any ONE-BATTERY Radio on this page. See our Big Catalog for more complete description. Shipping weight, 72 lbs.

**57 VM 5220**—Price... **\$23.50**  
Purchased with above sets \$6 less.



**\$5.00**

### EXTRA SAVING GAS-O-POWER Charger

Dependable Electric and Gasoline Power Plant for all homes without electricity. Specially priced when purchased with any ONE-BATTERY

Radio on this page. It has a dependable, 100-watt D.C. generator for charging batteries to run radios or electric lights... and 1/2 H.P. 4-cycle air-cooled gasoline engine power for running washing machines, churns, pump-jack and power tools. For more complete description see our Big Catalog. Shipping weight, 54 pounds.

**57 V 5210**—Regular Price... **\$29.95**  
When purchased with above sets \$5 less.



## Guaranteed 2 Years on a Service Basis

Dependable, long-life, GUARANTEED 6-VOLT Radio Batteries with special radio-type terminals, convenient handle and attractive case. Heavy Duty Type—21 Plates. Suitable for even the largest size ONE-BATTERY Radios. Delivers 150 ampere hours service at one ampere rate. Size, 13x7x8 3/4 inches.

**57 VM 703**—Not Mailable. Shipping weight, 58 lbs... **\$7.85**

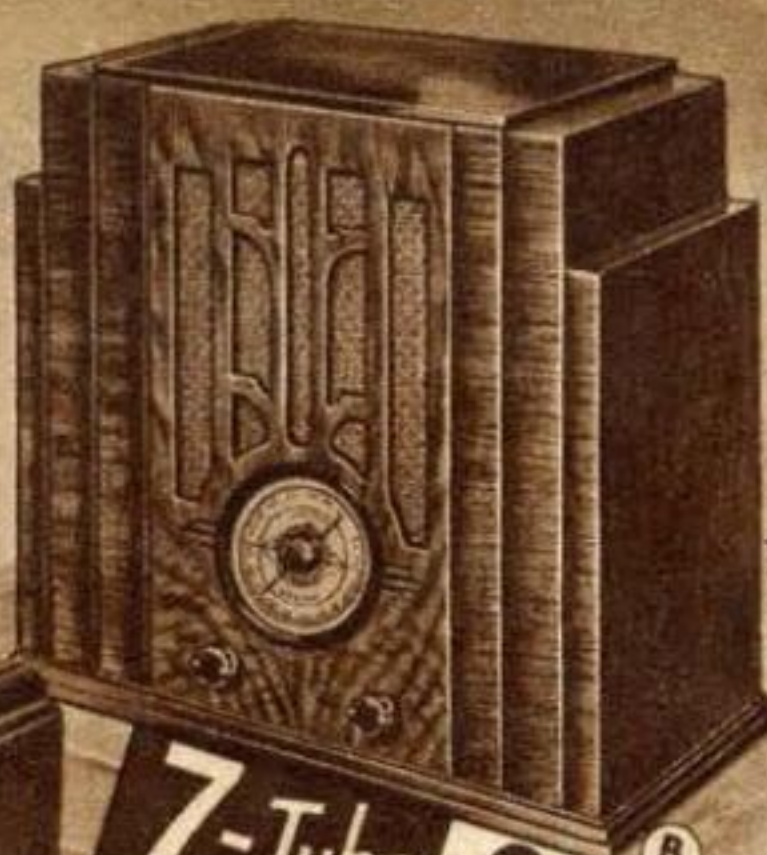
**Silvertone Standard**—17 Plates. Delivers 120 ampere hours service at one ampere rate. Size, 10 1/2 x 7 x 8 3/4 in. high.

**57 VM 705**—Not Mailable. Shpg. wt., 48 lbs... **\$6.45**

**SHIPPED FROM** Chicago, Philadelphia, Boston, Minneapolis, Cleveland, Binghamton, N.Y. or from factories in Milwaukee, Detroit, Denver or Cincinnati, whichever is nearest you. Send orders to Chicago, Philadelphia, Boston or Minneapolis Only.



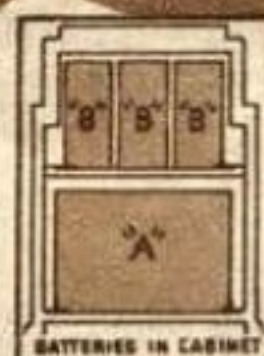
# A NEW *Silvertone* RADIO



**7-Tube**  
PERFORMANCE **\$20<sup>80</sup>**  
Cash  
\$3 Down

*Silvertone*  
**BATTERY  
RADIOS**

**10-Tube**  
PERFORMANCE **\$32<sup>95</sup>**  
Cash  
\$4 Down



**7-Tube**  
PERFORMANCE **\$24<sup>75</sup>**  
Cash  
\$3 Down

## MOST POWERFUL . . . 3-BAND SILVERTONE BATTERY RADIO EVER SOLD at THIS LOW PRICE

- 20% to 30% LONGER BATTERY LIFE From New Economy Circuit. See picture "A" above.
- Amazingly Clear . . . Thrilling . . . GUARANTEED FOREIGN RECEPTION.

A Christmas Gift Supreme for homes without electricity. Its GREAT POWER will bring you and your family finer entertainment, more programs, greater educational advantages, more news events from foreign countries and American stations. This Silvertone will OUTPERFORM any battery radio in its price class; that's why we invite you to make our 15-Day "THRILL TEST" described below to compare it with other makes selling for \$60 to \$75.

Mighty 10-Tube Performance is achieved by our New Economy Superheterodyne Circuit using 8 newest type tubes (2 dual purpose). Its 3 Tuning Bands: Range, Foreign and Short Wave, 2.2 to 6.5 M.C. and 6 to 18 M.C.; American, 545 to 1720 K.C. get EVERYTHING you really want. The Automatic Volume Control, Variable Tone Control and New Type Dynamic Speaker furnish this Silvertone a smooth, mellow, rich voice that will instantly win the approval of all. Its extra large 6-inch "Band Spread" Dial is fast acting, accurate and dependable. The stylish cabinet has the more expensive, one-piece instrument panel and top of beautifully grained mahogany and walnut veneers. Size, 17 1/2 in. high x 17 1/2 in. wide x 12 1/2 in. deep. Complete with 8 Tubes, one 4 1/2-volt dry "A" or 4-volt storage battery and 2 "B" batteries. For Easy Terms, see Page 5. Not available.

57 VM 4539—With dry "A" battery. Shpg. wt., 71 lbs. \$32.95  
57 VM 4540—With 4-volt storage battery. Shpg. wt., 72 lbs. 33.95  
57 V 5575—Aerial for above sets. Shpg. wt., 2 lbs. .69



See Above ②

### 7-TUBE PERFORMANCE

#### SUPERB ALL AMERICAN RECEPTION

- Brings in Far Away Stations Clearly
- Biggest Dollar Value in Its Class

All Silvertones are fine QUALITY Radios, regardless of price. This model illustrated at the top of the page is America's leading, PROVED QUALITY, Battery Radio in the low price class. Users tell us it performs far better and has a superior tone than their neighbors' radios of other makes costing two or three times more. Its improved, new economy Superheterodyne Circuit gives 7-Tube Performance from 6 newest type octal base tubes (1 dual purpose). New low drain tubes and an improved circuit provide 20% to 30% more life from batteries. The large P. M. Dynamic Speaker . . . Automatic Volume Control . . . and Tone Control furnish tone qualities you'd expect in \$35 to \$40 radios. Make our "THRILL TEST" and prove it to yourself. The cabinet, created by Sears, is one of the most attractive ever produced. Handsome walnut veneer front. Size, 16 1/4 x 16 1/2 x 12 in. deep. Complete with one 4 1/2-volt dry "A" or 4-volt storage battery and 2 "B" batteries. For Easy Terms, see Page 5. Not available.

57 VM 4498—With dry "A" battery. Shpg. wt., 63 lbs. \$20.80  
57 VM 4499—4-volt storage battery. Shpg. wt., 68 lbs. 21.80  
57 V 5575—Aerial for above sets. Shpg. wt., 2 lbs. .69

## NO OTHER BATTERY RADIO

### CAN EQUAL THIS SILVERTONE'S RECORD FOR PERFORMANCE . . . STYLE AND VALUE

- GUARANTEED . . . IMPROVED FOREIGN RECEPTION
- 30% to 50% Savings PROVED by Users Tests
- EXTRA LONG Service From IMPROVED BATTERIES

SAVE \$20 to \$30 . . . that's exactly what you will do when you buy this Silvertone and compare its performance with any other make having such a fine reputation, splendid quality and tremendous sales. This is a greatly improved model that brings in FOREIGN PROGRAMS and Long Distance American Stations with astounding clearness, beautiful tone and volume. You can verify this by making our 15-DAY "THRILL TEST" explained below. See illustration "C" above.

7-Tube Performance is obtained by using 6 newest type tubes; a new power output tube and one dual purpose, in an Improved Superheterodyne Circuit. 2 Bands . . . Wide Range: Foreign, 5.6 to 17.5 M.C.; American, 545 to 1720 K.C.; Police at 1720 K.C. Improved battery type, 6-inch Speaker . . . Automatic Volume Control . . . Tone Control . . . Automatic Economizer Tube . . . Marked Knobs. Large, 6-inch, easy-to-tune, etched metal airplane dial.

The charming design of the matched grain hardwood veneer cabinet with its set back type panels is exceptionally attractive. Size, 19 1/2 in. high, 15 in. wide, 12 1/2 in. deep. Complete with 6 Super Silvertone tubes, 3 plug-in "B" batteries, 1 plug-in 3-volt dry "A" battery. All enclosed in cabinet. For Easy Terms, see Page 5. Not available.

57 VM 4422—Not available. Shpg. wt., 65 lbs. \$24.75  
57 VM 4423—With 2-volt storage "A" battery and 5 tubes. (Battery economizer tube not required with storage battery) otherwise same as above. Not available. Shpg. wt., 64 lbs. \$25.75  
57 V 5575—Aerial for above. Shpg. wt., 2 lbs. .69

## Sears PROVE Silvertone Quality and Value by 15-DAY "THRILL TEST" NO-RISK

Silvertones have WON First Place in the homes and hearts of millions by actual comparison of tone, performance and beauty with the highest priced makes. Don't buy ANY other radio until you SEE and HEAR the Silvertone model you prefer. Notice the big saving of 30% to 50% you make at Sears. Order the model you prefer, send either full cash price or deposit with our Easy Payment Order Blank. USE the Silvertone. . . COMPARE it. . . TEST it thoroughly. Then, if you are not completely satisfied, return it to us in 15 Days and we'll refund your money, including transportation charges.

SAVE 30% TO 50%  
ON RADIOS AT SEARS

SEARS ✓ PAGE 59



# PRICE CUT $\frac{1}{4}$ FOR THIS CHRISTMAS EVENT



\$1.39

## PLAID WAFFLE SET

If you would choose a gift that's different—one that is distinctive, yet not expensive, here's the answer! It's just the thing for a charming hostess when she serves waffles at the table. Set consists of covered batter pitcher, covered syrup pitcher and oblong tray. All are in the new checker plaid design that is so popular. And at Sears low price this set is a great bargain! May be had in blue, green or tangerine. State color wanted. Shpg. wt., 8 lbs.  
35 V 8091...\$1.39



32-Pc. Set

\$2.98



98c

## NEW ICE BOX DISH SET

Mother or Sister couldn't wish for a nicer or more practical gift than this smart refrigerator set! Saves time and space—see what's in each dish at a glance. All containers have flat covers that permit stacking into three layers. Made of fine, clear crystal glass that's easy to keep clean. Consists of 1 large 8x8-in. dish; 2 medium 8x4-in. dishes and 4 small 4x4-in. dishes. All with tight fitting glass covers. Entire set stands 9 $\frac{3}{4}$  in. high. Shipping weight, 16 pounds.

35 V 2034.....98c

## HEATHER BLOOM MAKES LOVELY GIFT DINNERWARE

Always a favorite, Heather Bloom is well nigh irresistible at this new low price! A set that will brighten up your table wonderfully. Made of fine quality ivory color semi-porcelain, decorated with huge pompons of bloom in shades of orange, orchid and green. Platinum colored edge lines.

**32-Pc. Set.** Consists of the following: 6 cups, 6 saucers, 6 dinner plates, 6 bread and butter plates, 6 sauce dishes, 1 11-inch platter and 1 open vegetable dish. Shipping weight, 19 pounds.  
Reduced from \$3.89 especially for this Value Event!  
35 V 249.....\$2.98

**53-Pc. Set.** Consists of: 8 cups, 8 saucers, 8 large dinner plates, 8 bread and butter and 8 sauce dishes, 8 soups, 1 medium platter, 1 open vegetable dish, 1 covered sugar bowl, (2 pcs.) and 1 cream pitcher. Shipping weight, 37 pounds.  
Reduced from \$8.50.  
35 V 249.....\$6.95



32-Pc. Set

\$3.79

## "BLUEBIRD," THE GIFT SUPREME

The promise of eternal springtime for her table. This unique pattern is exceptionally lovely, being decorated with bluebirds and apple blossoms, the symbol of peace and happiness. Smart new of Montclair shape. Lovely ivory colored body. Finest quality American semi-porcelain. Priced extremely low for this Christmas Sale. Composition of sets same as 35 V 249 above.

35 V 4207—State Size Set.  
32 Pieces. Shpg. wt., 20 lbs....\$3.79  
53 Pieces. Shpg. wt., 36 lbs....7.49

## CHROMIUM PLATED BIRD CAGE

\$2.29  
Cage Only



Chromium plated bird cage, 11 $\frac{1}{4}$ x17 $\frac{1}{2}$  inches high. Has built-in bath, easy to clean, pull drawer base, wire seed guard, complete with perches, seed cups and spring. Modernistic stand, 67 in. high, has chrome plated loop, black enameled stand and heavy base. Shipping wt., 18 lbs.

11 V 07448...\$3.98

11 V 07449  
Cage Only. Shpg. wt., 6 lbs....\$2.29

BUILT-IN BIRD BATH

- Sanitary Slide-Out Bottom.
- Cage and stand \$6.95 value.



\$1.98

## 23-PIECE CHINA TEA SET

Surprise her this Christmas with a beautiful imported Oriental tea set! And this is a set that usually sells for much more than this low price! Colors are ivory and blue, decorated with plum blossoms in tangerine on graceful jet black stems. An exceptionally fine value! Set consists of 6 cups, 6 saucers, 6 tea plates, 1 creamer, 1 covered sugar bowl and 1 covered tea pot. Shipping weight, 12 pounds.

35 V 8083—Special Gift Price \$1.98



Siphon Bottle

\$2.87

Compares with \$5.00 bottles! Ideal for sodas and drinks. Uses hydrant water. Recharge bulbs cost less than 5 $\frac{1}{2}$ c each. Made of heavy stainless steel. Will give long service. Holds 1 quart. Shipping weight, 2 lbs.

11 V 5214...\$2.87

11 V 5229—10 Recharge Bulbs. (1 bulb makes full quart.) Shpg. wt., 1 lb....54c

Redwood Gifts

89c Each

(A) Nut Bowl and Mallet. Pieced California Redwood. Bowl is in beautiful matched wood, 9 $\frac{1}{2}$  in. in diameter. Shpg. wt., 1 pound.

11 V 5214...\$89c

(B) Fruit Bowl. Same material as above. About 10 $\frac{1}{2}$  inches in diameter. Shipping weight, 1 lb. 14 oz.

11 V 5208...\$89c

Caster Set

\$1.19

The Ideal Gift! Revolving chrome plated tray on glass base. Bakelite center post. Holds salt, pepper, vinegar, and oil bottles, mustard and horseradish jars. An unusually smart set, and a nicer Christmas gift couldn't be found. Shipping weight, 5 pounds.

35 V 2538  
\$1.19

Children's 3-Piece Set

47c

(A) Santa Claus couldn't bring your children a cuter present than this Mickey Mouse dish set! 7-in. plate, 5 $\frac{3}{4}$ -in. oatmeal dish and 6-oz. mug. Shpg. wt., 2 lbs. 8 oz.

35 V 8000...47c

(B) 35 V 192—Mickey Mouse Tumbler. Cap., 9-oz. Shpg. wt., 2 lbs. 3 for...17c

Jumbo Hamper

\$3.89

Flat woven fiber with braid trim at top and bottom. Polished pyralin top. Chrome inlay handles. Size, 12x20 $\frac{1}{2}$ x27 $\frac{1}{2}$  inches high. An outstanding value, and an ideal gift for any home. State choice of Blue, Green, Orchid, Ivory or Black and White. Shipping weight, 14 pounds.

11 V 06819...\$3.89



A Merry Christmas to You

# FREE GIFT

With Purchase of Any Article on This Page



**\$19.95**

**\$30.00**  
Value

## Heatmaster Automatic Roaster and Timer

How she'll appreciate THIS gift! In addition to the most complete, full size roaster on the market today, we give you FREE a \$5.70 "Mark-Time" Switch which allows the roaster to turn on or off automatically within a period of 5 hours. Gives you the important features of the most expensive electric range—automatic heat and time control. Roasts—bakes—boils—stews—fries—broils—grills—toasts! Holds 17-lb. turkey. Costs as little as 2 cents an hour to operate. Porcelain enamel inset pan. Three aluminum inset pans (two 2½-qt. and one 5-qt.). Removable broiling unit in lid. Ivory color baked enamel with dark blue trim. Lgth., 18½ in.; width, 13 in.; ht., 12 in. Food rack for broiler. Maintains any heat to 500° F. Listed by Underwriters and approved by Good Housekeeping. For 110-120-volt A.C. only. 6-ft. cord. Instructions. Easy Terms!—Page 5.

20 V 1966—Shipping weight, 33 pounds..... **\$19.95**

## KENMORE Cleaner—The Perfect Gift

Reg. U.S. Pat. Off.

It's unbelievable—the gift opportunity of a lifetime! You get a fine 6-piece set of attachments ABSOLUTELY FREE when you buy this KENMORE!

Try the KENMORE for 10 days. Use it in your own home. Compare it with cleaners costing twice as much. If it isn't the finest cleaner you've seen at anywhere near this price, send it back, along with the attachments, and we'll refund every cent you've paid, including shipping costs.

Its BEATING—SWEEPING—SUCTION action takes the dirt out without injuring rugs. It has nozzle adjustment for rugs of different thicknesses... molded rubber furniture guard... sturdy polished aluminum castings... 3-position pistol grip handle... motor driven center sweep brush... powerful vertical bronze bearing motor... 20-ft. cord with rubber plug. Listed by Underwriters' Laboratories. For any 110-120-volt current. Shipping weight, 22 pounds.

20 V 9892—Cash... **\$23.95**  
Easy Payment Price (\$3 down; \$3 a month)..... **\$26.45**

For Easy Payments See Page 5. Use Easy Payment Order Blank.

32-volt cleaners available at same price; shipped from factory at Chicago, Ill., and you pay postage from there. Order from nearest Mail Order House.



## Deluxe Powermaster Standard

**\$15.75** A \$25.00 value! Mixes, whips, beats, mashes, stirs, extracts fruit juices. Powerful 3-speed motor. Portable for mixing over stove. Built-in power outlet for attachments. (See our General Catalog for attachments.) White baked enamel finish. 2 green glass bowls, white porcelain enamel juice extractor bowl, 2 beaters, drink mixer, instructions and recipes. Listed by Underwriters. For any 110-120-volt current. With FREE transparent rubber dust cover. Shpg. wt., 21 lbs.

20 V 15851 — **\$15.75**

A \$14.95 value! No finer mixer at anywhere near this price! Ivory color baked enamel finish. 2 green glass mixing bowls, drink mixer, juice extractor. Instructions and recipes. Listed by Underwriters. For any 110-120-volt current. Slightly smaller and less powerful than mixer at left, and without power outlet—but by far the finest mixer you can buy at this price! With transparent rubber cover FREE. Shipping weight, 21 pounds.

20 V 16691..... **\$9.75**



## Percolator Heatmaster Toaster

**\$2.95** The finest aluminum percolator we know of—with an aluminum toast and waffle cover FREE! 9-cup capacity. Extra heavy gauge metal. Fiber feet. Highest grade element. Cool black handle. Listed by Underwriters. For any 110-120-volt current. Detachable cord and plug. Shipping weight, 4 pounds 4 ounces.

20 V 86901..... **\$2.95**

**\$4.45** Automatic! Heat turns off and bell rings when bread is toasted. Controlled heat keeps bread warm. "Turn-over" type. Toasts 2 slices. Mica elements. Chromium finish. Cord and plug. Instructions. Listed by Underwriters. For 110-120-volt A.C. only. Aluminum toast and waffle cover FREE. Shpg. wt., 3 lbs. 8 oz.

20 V 19721..... **\$4.45**



## Heatmaster

### Waffle Iron

Automatic! Perfect waffles every time! Rustless chromium finish. Cool bakelite handles. 8-in. cast aluminum grids. Highest grade long-life element. Detachable cord and plug. Listed by Underwriters. For 110-120-volt A.C. only. Chromium plated batter ladle FREE. Shpg. wt., 8 lbs.

20 V 11891 **\$5.75**

## Heatmaster

### Toaster-Grill

4-in-1! Bakes waffles! Toasts sandwiches! Grills and fries eggs, chops, etc. Chromium finish. Bakelite handles. Cord and plug. Grids, 5½x8½ inches. Listed by Underwriters. For any 110-120-volt current. Handy spatula FREE. Shipping weight, 9 lbs. 8 oz.

20 V 18861... **\$3.75**

## Heatmaster

### Automatic Iron

800 Watts. Saves current—time—clothes! Fully chromium plated. Cool handle, thumb rest. Weighs 6½ lbs. 14% more ironing surface than most irons. Listed by Underwriters. For 110-120-volt A.C. only. FREE Retractor-cord set. Shpg. wt., 7 lbs. 8 oz.

20 V 45401... **\$3.98**

SEE SEARS BIG CATALOG FOR OTHER ELECTRICAL VALUES

SEARS PAGE 61





TAM

## Gift Shirts... ANY ONE

INDIVIDUALLY MONOGRAMMED FOR ONLY

A rich looking monogram on the sleeve adds a dollar's worth of smartness—a dollar's worth of personality—to ANY dress shirt. Each initial is 1/2-inch high, embroidered on the left sleeve. COLORS: Navy, Green, Brown, Maroon, Yellow, White. HOW TO ORDER: PRINT INITIALS plainly, and state color wanted. Add to your remittance the charge for monogramming.

**13c**  
EXTRA  
Each Shirt

BROADCLOTH WITH  
INTERWOVEN RAYON

THE SHEEN OF SILK  
... IT GLISTENS



### Something He'll Remember!

**\$1.35**  
EACH

3 FOR  
**\$3.95**

Beautifully tailored shirts made of a fabric that steps right out of the "ordinary" class and distinguishes itself with a richer luster. Actually made of strong cotton broadcloth flashed up by interwoven rayon yarns. Guaranteed pre-shrunk, vat-dye colors. Attached soft collar and one pocket. A very impressive gift in its transparent wrapper. Shpg. wt., ea., 11 oz.; of three, 1 lb. 13 oz.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size and sleeve length.

33 V 290—White

33 V 291—Blue

### And Sanforized-Shrunk

**89c**  
EACH

3 FOR  
**\$2.59**

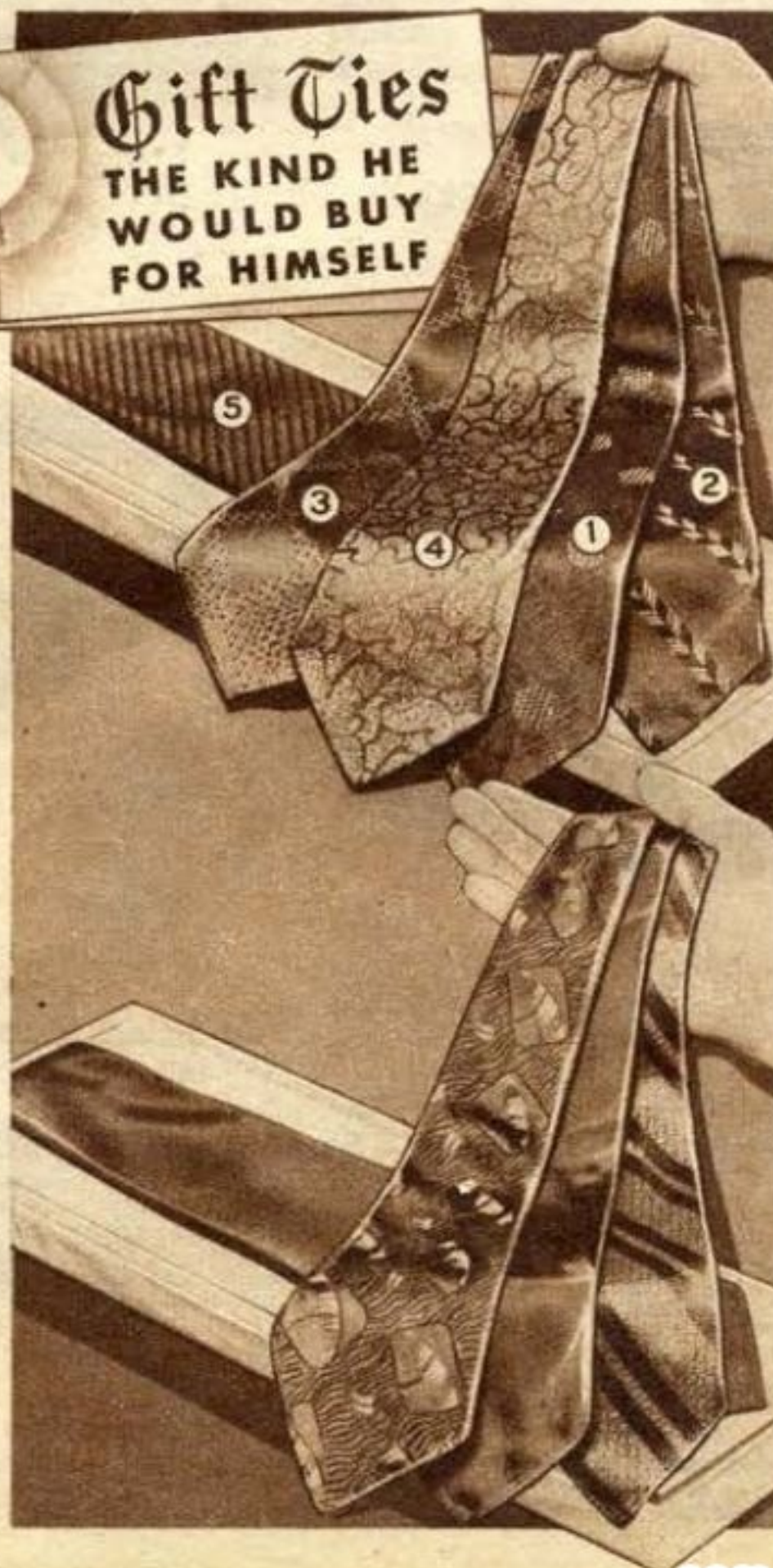
Only GOOD shirts are Sanforized... it's the best shrinking process known. And only GOOD broadcloths are made of such fine COMBED cotton yarns. You'll recognize the tailoring as the \$1.29 kind. Vat-dye colors. Transparent wrapper. Attached soft collar. Shpg. wt., ea., 11 oz.; 3, 1 lb. 13 oz.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size, sleeve length and color. 33 V 360—Plain White 33 V 361—Plain Blue 33 V 362—Patterns in Blue, Tan or Gray



### Gift Ties

THE KIND HE  
WOULD BUY  
FOR HIMSELF



### Real Beauties Hand Tailored

**49c**  
EACH

Your choice of five types of patterns—in a wide choice of colors—every one a new creation, woven especially for the 1937 Holiday season! Wool bias cut lining and patented resilient construction. Fine Bemberg and other rayon. Each packed in a gift box. Order two or three—they're gifts you'll be proud to give.

PATTERNS: (1) Figures. (2) Stripes. (3) Satins in Plaid Effects. (4) Persians. All offered in GROUND COLORS: Blue, Maroon or Brown.

PLAIN COLORS: (5) Blue, Gray, Maroon, Brown, Black or Green. State pattern number and color.

33 V 8414—Shipping weight, 3 ounces.

### A Big Handful of Super Values

**29c**  
EACH

Some of the finest 50c ties a man ever snugged up to his collar. Good looking cheerful patterns and rich plain colors made of silk-like rayon fabrics. Machine tailored with a wool and cotton mixed lining. Each tie individually boxed, unusual at this price.

COLORS: Blue, Maroon or Brown. State color. Shipping weight, 3 ounces.

33 V 8423—Plain Colors

33 V 8424—Figures

33 V 8425—Stripes

### Non-Wilt Collars—In Box

Usual \$1.95 shirts in everything but price. Patterns are woven right in the lustrous cotton shirtings (not printed). Plain white is cotton broadcloth of unusually high thread count. Collars are fused... won't wilt, wrinkle or curl. Guaranteed PRE-SHRUNK for lasting fit. VAT-DYE colors.

HALF SIZES: 14 to 17. SLEEVE LENGTHS: Short, Medium and Long. State size and sleeve length. Shpg. wt., each, 1 lb. 3 oz.; 3, 3 lbs. 5 oz.

33 V 240—Plain White

33 V 241—Blue Check

33 V 242—White with Blue Woven Figures

**\$1.59** EACH







### Wool Worsted Mufflers

Guaranteed to please men of all ages! Made of all wool worsted (that means only the longest and strongest wool yarns are used). A variety of colorful smart plaid patterns all similar to illustrations. A real thrift-gift! About 11½x48 inches including the fringe. Attractively packed in gift box.

COLORS: Blue, Maroon, Brown or Gray. State color wanted.

33 V 9582—Shipping weight, 7 oz.

**47c**  
EACH

## Gift Accessories

REAL ASSETS TO A GENTLEMAN'S WARDROBE... MONEY-SAVING PRICES



### New 3-in-1 Gift Set!

1... Belt made of box grain bridle leather, 1½ inches wide. 2... INITIALED buckle, two-tone silver and gold finish. 3... Good looking ash tray of fireproof plastic barwood.

EVEN SIZES: 30 to 42-inch waist. State size and PRINT INITIAL. Any initial except I, O, Q, U, V, X, Y or Z. Shipping wt., 13 oz.

33 V 8900—Black 33 V 8901—Brown

**79c**  
A SET



### BIG SOFT "BEACONS"

A GOOD BET FOR DAD

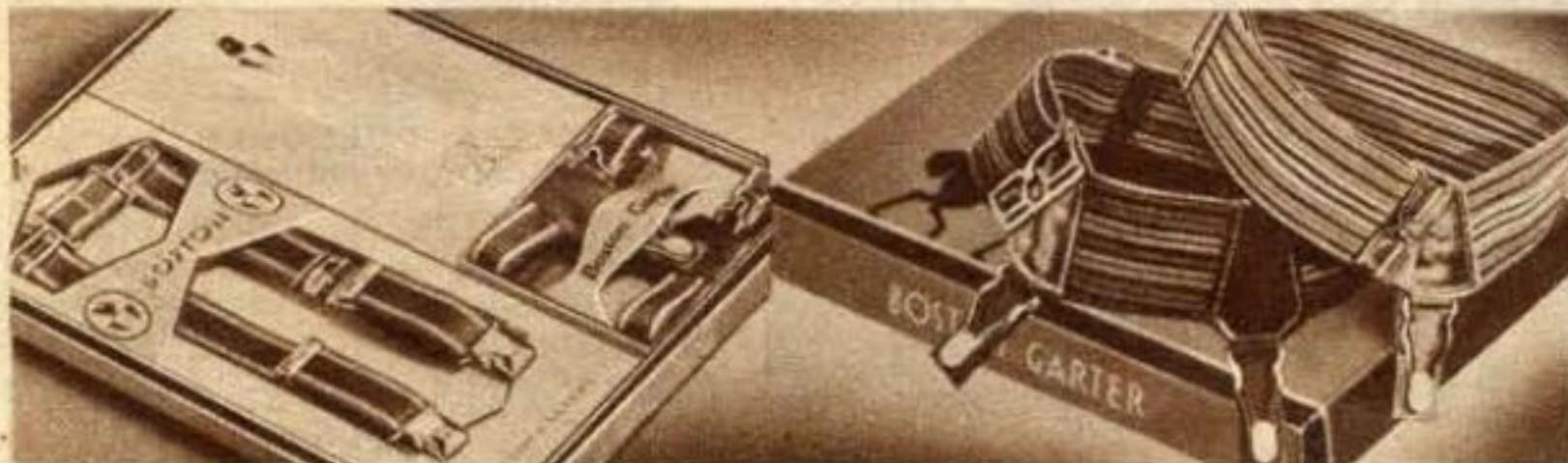
Robes are one of those much-needed accessories that a man just won't buy for himself... that's why gift robes are always received so heartily. This one is made of "Beacon" cotton blanket cloth, extra warm and extra comfortable because it's EXTRA HEAVY. Double shawl collar. Big roomy sizes. Full cord trim. All seams strongly reinforced. Three pockets. Rayon cord girdle. Packed in gift box. Assorted patterns.

COLORS: Blue, Brown or Gray.

EVEN SIZES: 34 to 48-inch chest. State size and color.

33 V 7499—Shpg. wt., 3 lbs. 8 oz.

**\$3.95**  
EACH



### Garter-Suspender Set

Suspenders have new clip ends and adjustable "H" back that gives free action. Single grip garters have satin-faced pads.

COLORS: Blue, Maroon, Brown. Also Black with White. State color.

33 V 8606—Shipping weight, 12 ounces.

**79c**  
A SET

### "Velvet Grip" Garters

Famous Boston brand... with the silk-faced satin pads. Nickel plated steel metal parts. Boxed with Holiday cellophane. Shipping weight, a pair, 3 ounces.

33 V 9112—Double Grip..... 33c

33 V 9114 Single Grip..... 25c



### 3 FEATURES MAKE IT AN IDEAL Gift Work Shirt

1. It's cotton covert cloth, tightly woven, won't show dirt or grease readily.
2. It's Sanforized-Shrunk... No amount of washing can shrink it out of fit.
3. It's a Heavyweight... One of the strongest and most durable of its kind.

Made in coat style with two button-through pockets, triple stitched main seams and non-rip sleeve facings. Worth 98c!

HALF SIZES: 14½ to 17. State size. Shipping weight, each, 15 ounces; three, 2 pounds 9 ounces.

33 V 575—Blue 33 V 576—Gray  
33 V 577—Tan

**69c Each 3 for \$2.00**



### ALL PAJAMAS ARE NOT Gift Pajamas THESE ARE!

**Royal Ascot**  
\$1.45 A Suit 2 for \$2.79

You know Royal Ascot dress shirts... You know their reputation for style, fabric and tailoring... Here's that same measure of quality in Royal Ascot Pajamas. Very latest patterns in fine quality cotton broadcloth and silk-like luster sateens. Regular \$1.65 to \$1.95 values. Covered side elastic in trousers for comfort. Assorted colors.

SIZES: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). Order by size letter. Shipping weight, a suit, 14 ounces; of two, 1 pound 10 ounces.

33 V 7353—Notch Collar Coat  
33 V 7354—Middy Style  
33 V 7355—Coat Style

**WARM FLANNELETTE**  
89c A Suit 2 for \$1.75

Comfortable flannelette pajamas. Cut big for a roomy fit and made in attractive striped patterns. Trousers have an elastic insert in waistband. Coat style is frog trimmed and has military style collar. Medium weight. Assorted patterns and colors.

SIZES: A (34 to 36); B (38 to 40); C (42 to 44); D (46 to 48); E (50 to 52-inch chest). Order by size letter. Shipping weight, each, 1 pound; of two, 1 pound 14 ounces.

33 V 974—Military Coat Style  
33 V 975—Middy Style

SEARS ✓ PAGE 63



# "Boy--are we lucky"

## Gift Sweaters

"TWINS" WITH THE  
NEW SHORT NAP!  
REAL BEAUTIES



FOR MEN

**\$3<sup>39</sup>**  
EACH

FOR BOYS

**\$2<sup>98</sup>**  
EACH

**ALL WOOL** . . . Soft and springy, slightly napped, firmly knit. Famous "Supreme" Label inside certifies that all yarns used are wool.

**SHIRRED BACK** . . . Gives Free-swing action, adds to its smartness. Man or boy, it's a feature he'll like.

**FULL ZIP COAT** has knitted tabs and metal rings for neater fit. Two pockets. V-shaped neck.

**TAPED SEAMS** at shoulders make it neater inside. Full length slide fastener is rustless.

**SLEEVELESS PULLOVER** has U-V Neck. Comfortably proportioned.

### MEN'S SIZES

EVEN SIZES: 34 to 44. *State size.* Shpg. wt., 1 lb. 7 oz.

**33 V 1515**

Blue Heather

**33 V 1516**

Brown Heather

### BOYS' SIZES

EVEN SIZES: 28 to 36-inch chest. *State size.* Shipping weight, 1 lb. 6 oz.

**33 V 1714**

Blue Heather

**33 V 1715**

Brown Heather



MONEY-SAVING

## Gift Ideas

FOR BOYS 6 TO 16 YEARS



### Boys' Pre-Shrunk Gift Shirts

**79¢**  
EACH

3 FOR

**\$2<sup>29</sup>**

Pressed with the collar in "stand-up" position to make it more attractive in its shiny transparent gift package. All pre-shrunk. Plain white is sturdy cotton broadcloth; patterns are fine count cotton shirting, all vat-dye fast colors.

JUVENILE SIZES: 8, 10, 12 years. *State age-size.* Shipping weight, each, 7 ounces; 3, 1 pound 1 ounce.

Boys' Sizes: 12½, 13, 13½, 14, 14½-inch neck. *State size.* Shpg. wt., each, 9 oz.; 3, 1 lb. 7 oz.

Regular Soft Collar  
**33 V 1405—White**  
**33 V 1406—Patterns**

Button-Down Collar  
**33 V 1407—Patterns**



### A Boys' Lined Mittens

Young America's favorite mittens. Genuine grain cowhide, chrome tanned, soft and flexible. Warm and soft fleeced cotton lining. Snug elastic web wrist. Shipping weight, 6 oz. *State age-size.*

**43¢**  
A PAIR  
**33 V 3953—Tan**  
**33 V 3954—Brown** **33 V 3955—Black**

### B Wool Hockey Cap

Not just wool—but worsted wool—that means only the longest, strongest wool yarns are used. Snappy colors with contrasting trim. ONE SIZE, fits every boy. Shipping weight, 4 ounces.

**59¢**  
**33 V 4940—Maroon** **33 V 4941—Navy**  
**33 V 4942—Royal Blue** **33 V 4943—Brown**

### C Boys' Western Belt

A new copy of the big studded belts. Full grain cowhide leather in hand tooled effect, decorated with sparkling jewel stones and metal studs. Engraved style nickel plated steel buckle and loop. Shipping wt., 4 oz.

**49¢**  
EVEN SIZES: 24 to 30-inch waist. *State size.*  
**33 V 8925—Black** **33 V 8926—Tan**

### D Patterned Ties

Young fellows like their ties plenty "hot"—and these are! Easy to tie and keep in shape. Durable rayon fabrics. In attractive gift box. Shipping weight, 4 ounces.

**23¢**  
EACH  
COLORS: Blue, Red, Brown or Green. *State color.*  
**33 V 8540—Stripes** **33 V 8541—Plaids**



# Gift Gloves FOR HIM

RICH LEATHERS WITH THE SMOOTH, QUALITY FEEL THAT MEN LIKE



## All Fur Lined Warm and Soft

GENUINE CAPESKIN LEATHER A PAIR \$2.49

Supreme gift glove of the season—Noticeably superior by any standard of comparison! Warm—every inch lined with clipped cone (rabbit fur). Button top has wind-shield for extra protection against cold.

Dressy—Leather is chrome tanned for softness, back has hand staggered effect, full outseam sewn for better fit. Each pair individually packed in gift box.

HALF SIZES: 8 to 10½. State size. Shpg. wt., 6 oz.

33 V 4247—Brown  
33 V 4248—Black

## Proved by CCC Men

Chopper is Grain cow-hide leather, chrome tanned; adjustable leather strap on back. Removable liner is firmly knit of 44% wool yarns, balance cotton. Shipping weight, 9 ounces.

MEN'S SIZES: Large and extra large. State size.

33 V 4430—Tan 33 V 4431—Black

BOYS' OR YOUTHS' SIZES: Same as above but made for youths and larger boys. One size only.

33 V 3978—Tan

89c A PAIR

## Lined Capeskin

Choice of two popular styles in smooth chrome tanned leathers. Neatly patterned lining of rayon and cotton fleece. Half outseam sewn. Stitched backs. Shipping weight, 5 ounces.

HALF SIZES: 7½ to 10½. State size

Button Top

33 V 4206

Brown

33 V 4207

Black

98c A PAIR

Slip-On

33 V 4226

Brown

33 V 4227

Black

## Smooth Horsehide

If he's hard on dress gloves—he'll appreciate these. Smart and dressy—yet they'll stand up and "take it"—won't scuff. Made of all grain side chrome-tanned horsehide. Fleece rayon and cotton lining. Outseam sewn, stitched backs. Adjustable strap at wrist.

\$1.49 A PAIR

HALF SIZES: 8 to 10½. State size. Shipping weight, 6 ounces.

33 V 4231—Black

# Gift Gloves FOR EVERY STYLE A HIT.. IO TO I SHE NEEDS THEM .. WOMEN ALWAYS DO



## Lined Lambskin

Winter warmth—plus fashionable style and sleekness. Soft chrome tanned leather lined with fleeced rayon and cotton. Stitched backs. Half outseam sewn.

HALF SIZES: 6 to 8½. State size. Shipping wt., a pair, 4 oz.

Snap Fastener Wrist

33 V 3670—Black 33 V 3671—Brown

Slip-On Model

33 V 3672—Black 33 V 3673—Brown

98c A PAIR

## The "Continental"

A new creation in double woven cotton chamol-suede fabric. Back is streamlined by a design in hand-sewn stitching. Cuff strap is also hand sewn. Shirred elastic for better fit. Overseam sewn. Made in Czechoslovakia.

COLORS: Black, Brown or Navy Blue. HALF SIZES: 6 to 8½. State size and color.

33 V 2609—Shipping weight, 3 oz.

69c A PAIR

## Genuine Kidskin

Every woman knows the thrill of fine kid. Hand sewn rolled top and embroidered backs. Cuffs are gathered and flared. Table cut. Overseam sewn. Made in Czechoslovakia.

COLORS: Black, Brown or Navy Blue. Quarter Sizes: 6 to 8. State size and color.

33 V 3005—Shipping wt., 4 oz.

\$1.98 A PAIR

## A New Lead for 1938 Styles

LIGHT WEIGHT CAPESKIN A PAIR \$1.49

A different twist to the way they're fashioned. Pattern cut for a neater fit. Contrasting stitching on back has a slenderizing effect. Self bound top. Half pique sewn.

COLORS: Black or Brown. QUARTER SIZES: 6 to 8. State size and color.

33 V 3080—Shpg. wt., 4 oz.

NEW WIDE SELECTION OF GLOVES IN SEARS BIG CATALOG

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## MEN'S HUSKY HI-CUTS

**\$3.49**  
PAIR

**\$2.39**  
PAIR



### Solid Leather

—Double-tanned black cowhide leather uppers—Two oak-tanned leather soles, brass plated nailed and sewed—Vamps triple-stitched with strong harness thread—Sturdy sole leather counters—Grain leather insole—13-nail rubber heels

Hi-Cuts like these make just the kind of gift many men prefer!

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. *State size.* Shipping weight, 4 pounds 2 ounces.

67 V 4961—Pair.....\$3.49

### Economy Value

—Sturdy, serviceable waxed black split cowhide leather uppers—Moisture-resisting rubber caulk welts moulded to extra thick "Compo" outsoles—Leather insoles—13-nail rubber heels

Sturdy and serviceable—they'll give you more than your money's worth of long satisfactory wear. Make fine gifts, too.

MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. *State size.* Shipping weight, 4 pounds, 4 ounces.

67 V 4962—Pair.....\$2.39

## BOYS' HUSKY HI-CUTS FOR SCHOOL AND PLAY

← 2-IN. BLANKET LINED TURN-DOWN CUFF

**\$2.98** Snappy Style  
PAIR —Brown elk-grained leather uppers

—2-inch blanket lined "up-or-down" cuff—Goodyear sewed soles—One-piece grain leather insole—Tire-Cord sole and heel

BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5 and 5½. Wide width. *State size.* Shipping weight, 3 lbs. 6 oz.

67 V 5632—Pair.....\$2.98

### Rugged

**\$2.59**  
BOYS'

—Black elk-grained leather uppers—Leather insole—Moisture-resisting caulk welt—"Compo" outsole—Rubber heel

Wide width. *State size.* BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, 5½. 12 in. high. Shipping weight, 3 pounds.

67 V 5602—Pair.....\$2.59

SMALL BOYS' SIZES 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½. 11 in. high. Shipping weight, 2 pounds 8 ounces.

67 V 5603—Pair.....\$2.29



## GIVE Slippers



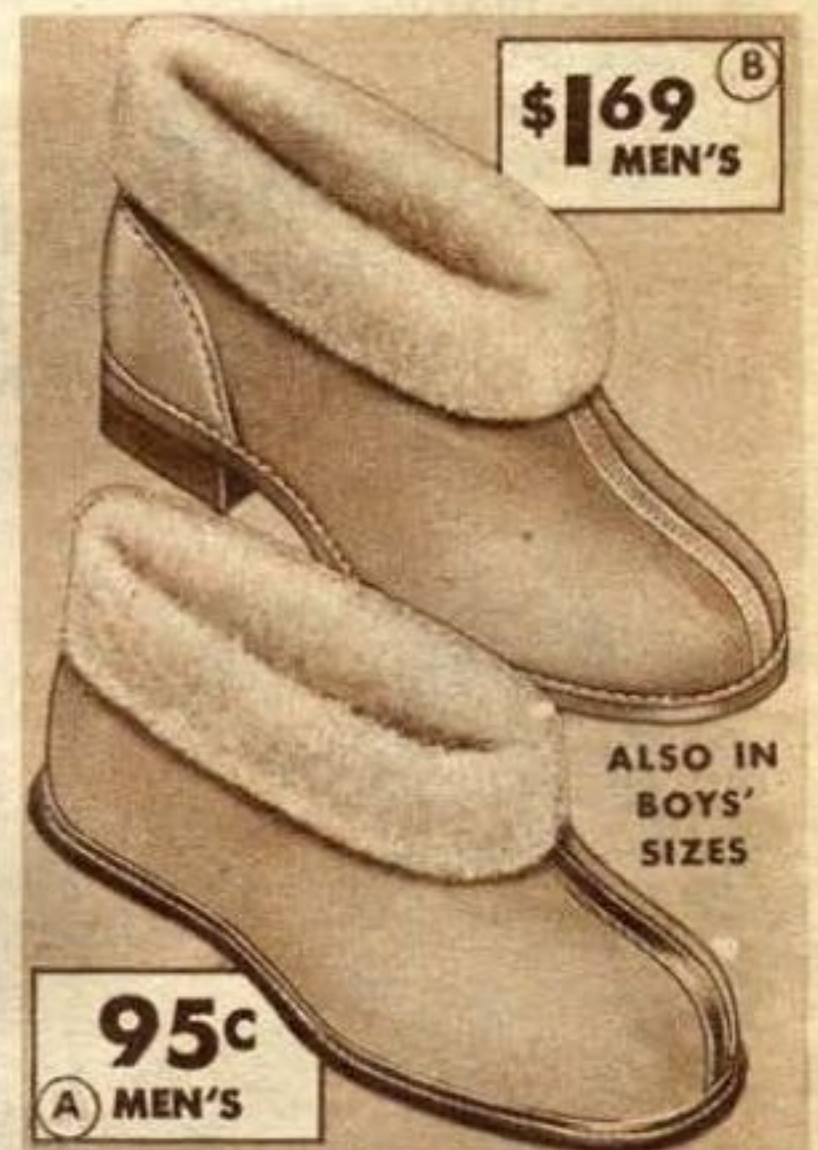
### Leather Sole Hi-Lo Style

**98c**  
PAIR

—Fine quality brown felt uppers—Warm checked "up-or-down" collar—Kid leather reinforced toe—Sturdily reinforced counter—Tough, pliable leather sole—Comfortable rubber heel

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Wide width. *State size.* Shipping weight, 1 pound 8 ounces.

67 V 3904—Pair.....98c



### Warm Sheep Wool Lined

MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. BOYS' SIZES 1, 2, 3, 4 and 5. Wide width. *State size.*

(A) Economy Priced

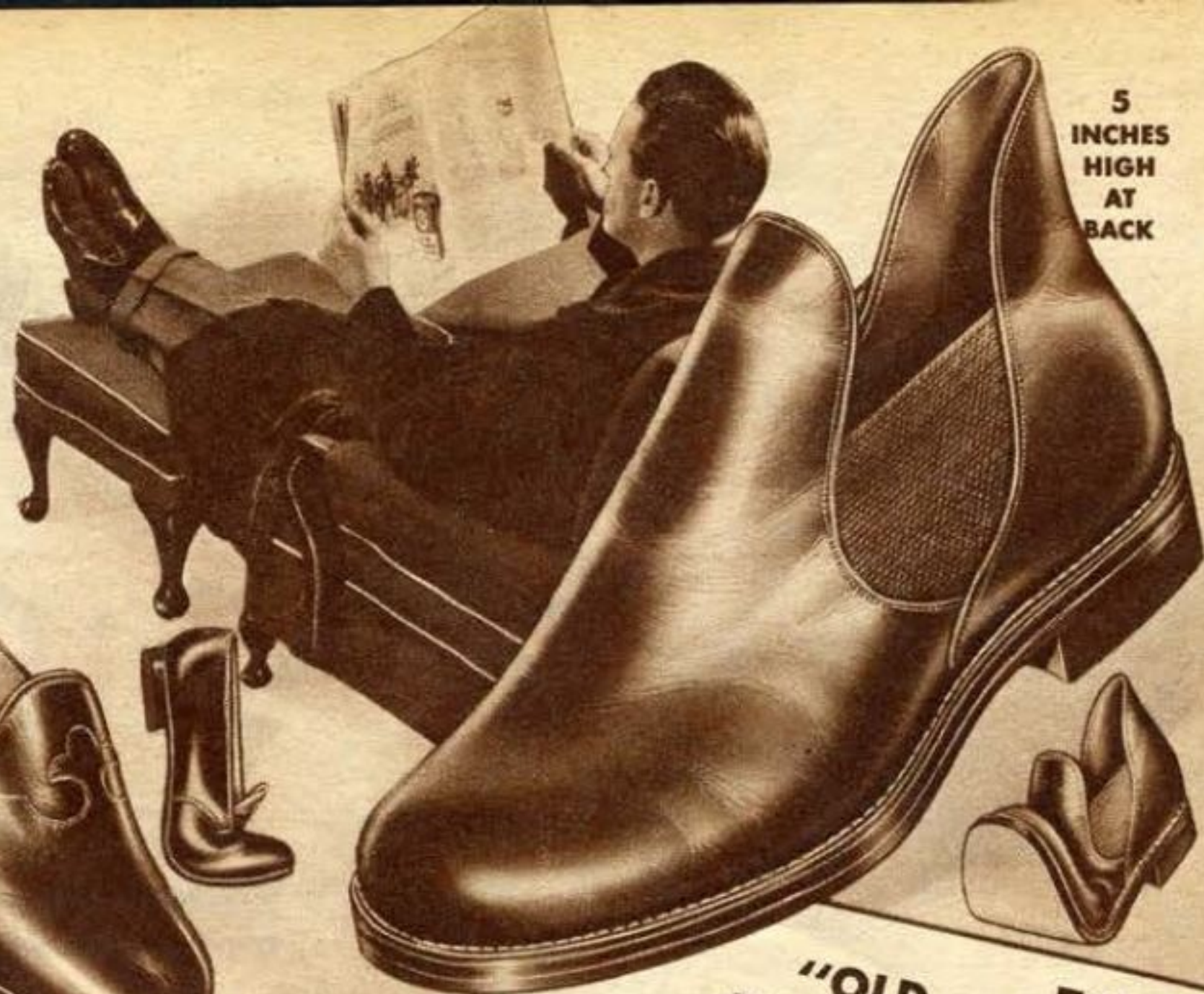
—Natural color sheepskin wool felt uppers—Chrome-tanned natural color leather sole  
67 V 3908—MEN'S. Shipping weight, 14 ounces. Pair.....95c  
67 V 3962—BOYS'. Shipping weight, 12 ounces. Pair.....89c

(B) Leather Soled

—Natural color sheepskin wool felt uppers—Oak-tanned leather sole—Rubber heel  
67 V 3937—MEN'S. Shipping weight, 1 pound 6 ounces. Pair.....\$1.69  
67 V 3963—BOYS'. Shipping weight, 12 ounces. Pair.....1.59



# PRACTICAL AND COMFORTABLE



5  
INCHES  
HIGH  
AT  
BACK

## Flexible Hand Turned

—Soft brown elk-grained leather uppers—Tough oak tanned leather soles—Comfortable rubber heels

Hand turned soles—mark of flexible comfort and superior quality. MEN'S SIZES 6, 7, 8, 9, 10 and 11. Wide width. State size. Shipping weight, 1 pound 6 ounces.

67 V 3914—Pair.....\$1.49

## Soft, Pliable Comfort

—Soft, pliable black kid-skin leather uppers—Flexible oak-tanned leather soles—Leather lined quarter—Live rubber heels

A style any man will like! MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Wide width. State size. Shipping weight, 1 pound 8 ounces.

67 V 3944—Pair.....\$1.79

"OLD  
RELIABLE" \$1.85  
MEN'S

—Soft, pliable kidskin leather uppers—Long-wearing kid leather lined quarter—Drill lined vamp—Fine quality side goring—Flexible stitchdown construction—One-piece grain leather midsole—Oak-tanned leather outsole—Rubber heel

Sears finest slipper—the "Gift of Gifts" for both Father and Son! Wide width. Order half size larger than shoe. MEN'S SIZES 6, 6½, 7, 7½, 8, 8½, 9, 9½, 10, 10½, 11 and 12. Shipping weight, 2 pounds.

67 V 3936—Brown Pair.....\$1.85  
67 V 3946—Black Pair.....\$1.69  
BOYS' SIZES 1, 1½, 2, 2½, 3, 3½, 4, 4½, 5, and 5½. Shipping wt., 1 lb. 5 oz. 67 V 3956—Brown. Pair.....\$1.69



\$1.49<sup>(D)</sup>  
PAIR



89c<sup>(F)</sup>  
MEN'S



\$1.10<sup>(H)</sup>  
PAIR



98c<sup>(C)</sup>  
PAIR



89c<sup>(E)</sup>  
MEN'S



89c<sup>(G)</sup>  
PAIR



65c<sup>(J)</sup>  
MEN'S

TOE DESIGN  
OF BOYS' STYLE

(C) Leather Soled Felt  
—Soft gray felt uppers—Reinforced, tipped toe prevents scuffing through—Sturdy counter—Flexible stitchdown construction—Oak-tanned leather sole—Comfortable rubber heel  
MEN'S SIZES 5, 6, 7, 8, 9, 10, 11 and 12. Wide width. State size. Shipping weight, 1 lb. 4 oz. 67 V 3901—Pair.....98c

(D) Felt Lined Bootie  
—Soft, brown genuine kidskin uppers—Warm sheepskin collar—Comfortable, padded chrome leather sole and heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shpg. wt., 1 lb. 2 oz. 67 V 3900—Pair.....\$1.49

(E) Stylish New Everett  
—Alligator grained black leather-like fabric uppers—Semi-hard, flexible leather sole—Rubber heel  
Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10 and 11. Shpg. wt., 1 lb. 6 oz. 67 V 3947—Pair.....89c  
BOYS' SIZES 1, 2, 3, 4, 5. 67 V 3967—Shpg. wt., 12 oz. Pair.....79c

(F) Soft Elk-Grained Leather  
—Brown elk-grained cowhide leather uppers—Cotton fleeced lining—Padded chrome leather sole and heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11, 12. 67 V 3919—Shpg. wt., 12 oz. Pr. 89c  
BOYS' SIZES 1, 2, 3, 4, 5. 67 V 3959—Shpg. wt., 11 oz. Pr. 79c

(G) Novelty Pattern  
—Smartly checked arctic cloth uppers with contrasting felt trim—Padded chrome leather sole and heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt., 1 lb. 2 oz. 67 V 3905—Brown and White, Brown Trim 89c  
67 V 3911—Black and White, Black Trim Pair.....89c

(H) Semi-Hard Leather Sole  
—Brown kidskin leather uppers—Comfortable roomy last—Rubber heel. Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shpg. wt., 1 lb. 2 oz. 67 V 3917—Pair.....\$1.10

(J) Bargains!  
—Sturdy brown felt uppers, leather tipped to prevent scuffing through—Comfortably padded chrome leather sole and heel  
Wide width. State size. MEN'S SIZES 6, 7, 8, 9, 10, 11 and 12. Shipping weight, 15 ounces. 67 V 3912 65c  
Pair.....65c  
BOYS' SIZES 1, 2, 3, 4 and 5. Shipping weight, 9 ounces. 67 V 3965 59c  
Pair.....59c



FOR  
WOMEN!



(D)  
\$1.64  
Pr.

(C) \$1.00  
Pr.

"HOLLY DAY" SUGGESTIONS



(B)  
\$1.39  
Pr.

(A) 59c  
Pr.

FOR  
CHILDREN!

- (A) Misses' Choice**  
—Bright rayon velvet  
—Matching rayon lining  
—Padded leather sole  
—Low comfortable heel  
SOMETHING NEW! Hi-front D'orsay just like Mother's. Snug, comfortable, long-wearing. Colorful braided trim and pompon. Corded center seam. HOLIDAY SAVINGS. GIRLS' SIZES 9, 10, 11, 12, 13, 1, 2, 3. Wide width. State size. Shipping weight, 15 ounces.  
15 V 945—Red.  
15 V 946—Blue. Pair.. 59c
- (C) Mother's Romeo**  
—Soft kidskin uppers  
—Easy-flexing semi-hard leather soles —Elastic goring —Rubber heels  
The perfect gift for mother or daughter... a pair of these handsomely feminine, down-right comfortable Romeos! WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 pound 4 ounces.  
15 V 3646—Brown.  
15 V 3647—Black. Pair..... \$1.00

- (B) Christmas Cheer**  
—Natural sheepskin bootie  
—Sheep's wool lined throughout  
—Brown rayon plush collar  
—Flexible hard leather sole  
Downy, warm sheep's wool... the softest, snuggliest lining in the world! No wonder children love these slippers. GIRLS' AND BOYS' SIZES 9, 10, 11, 12, 13, 1, 2. Wide width. State size. Shpg. wt., 15 oz.  
15 V 947—Pair..... \$1.39
- (D) A Warm Gift!**  
—Genuine natural color sheepskin leather outside —Fleecy sheep's wool lining, cuff and sock lining —Flexible hard leather sole; rubber heel  
Sheepskin booties! Warmest, most comfortable slippers you can own. SPECIAL HOLIDAY PRICE. Order early. WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt., 1 lb. 4 oz.  
15 V 3664—Pair.... \$1.64



# Giftworthy

## Slippers to Carry Your Greetings

DESCRIPTIONS OF SLIPPERS ON OPPOSITE PAGE

- (E) Christmas Savings**  
—Rich, rayon velvet D'orsay  
—Warm sheep's wool cuff  
—Padded leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3668—Red.  
15 V 3669—Blue.  
15 V 3670—Black. Pr. \$1.19
- (F) Holiday Bargain**  
—Brocaded rayon satin  
—Patent leather-like trim  
—Padded leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3658—Blue.  
15 V 3659—Burgundy.  
15 V 3660—Black. Pair.. 98c
- (G) Worth \$3.00 a Pair**  
—Fine quality kidskin —Full sheep's wool lining and cuff  
—Flexible hard leather sole  
—Low rubber heel  
WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 6 ounces.  
15 V 3661—Red.  
15 V 3662—Blue.  
15 V 3663—Black. Pr. \$2.39
- (H) Hi-Front D'orsay**  
—Brocaded rayon satin  
—Padded leather sole  
—1½-inch covered heel  
They're a pleasure to wear! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3652—Blue.  
15 V 3653—Burgundy.  
15 V 3654—Black. Pair.. 84c
- (J) Butterfly Bow**  
—Floral printed rayon crepe  
—Soft padded leather sole  
—1½-inch covered heel  
Slippers, to give or to keep! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3686—Burgundy.  
15 V 3685—Blue.  
15 V 3687—Brown. Pr. \$1.00
- (K) A Gift in Price**  
—Fine, rich rayon velvet —White shearling trim —Soft padded leather sole —1½-inch covered heel  
GRAND, for stay-at-home leisure! WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shpg. wt., 1 lb. 2 oz.  
15 V 3672—Blue.  
15 V 3671—Red.  
15 V 3673—Black. Pair \$1.00
- (L) What a Comfort!**  
—Fine soft rayon velvet  
—Flexible hard leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 3665—Red.  
15 V 3666—Blue.  
15 V 3667—Black. Pair.. 98c
- (M) Beautiful Style**  
—Rayon velvet —Contrasting velvet panel —Open Toe  
—Easy-bending hard leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping weight, 1 lb. 2 oz.  
15 V 3643—Blue.  
15 V 3644—Burgundy.  
15 V 3645—Black. Pr. \$1.19
- (N) In Best of Taste**  
—Rich looking rayon velvet  
—Printed rayon crepe panel  
—Flexible hard leather sole  
—1½-inch covered heel  
WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shpg. wt., 1 lb. 2 oz.  
15 V 3640—Red.  
15 V 3641—Blue.  
15 V 3642—Black. Pr.. \$1.19
- (O) Style and Utility**  
—Soft kid D'orsay —Colorful rayon lining —Flexible semi-hard leather sole —1½-in. heel  
WOMEN'S SIZES 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 2 ounces.  
15 V 93671—Blue.  
15 V 93670—Red.  
15 V 93672—Black. Pair..... 98c
- (P) Match Your Robe**  
—Warm "arctic" cloth —Felt lining and collar —Flexible hard leather sole —Rubber heel  
Wonderfully comfortable. Sturdy, too. WOMEN'S SIZES 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9. Wide width. State size. Shipping wt., 1 lb. 2 oz.  
15 V 3650—Blue.  
15 V 3651—Brown.  
15 V 3649—Wine. Pair.. 89c
- (S) Soft and Warm**  
—Rayon velvet —Cotton fleece lined —Sheep's wool cuff  
—Soft padded leather sole —1½-inch covered heel  
WOMEN'S SIZES 3, 4, 5, 6, 7, 8, 9. Wide width. State size. Shipping weight, 1 pound 4 ounces.  
15 V 3675—Burgundy.  
15 V 3674—Blue.  
15 V 3676—Black. Pair \$1.00



Ⓔ  
\$1<sup>19</sup>  
PAIR



Ⓕ  
98c  
PAIR



Ⓖ  
\$2<sup>39</sup>  
PAIR



❧ ❧ ❧ DESCRIPTIONS ON OPPOSITE PAGE ❧ ❧ ❧

Ⓗ  
84c  
PAIR



Ⓙ  
\$1<sup>00</sup>  
PAIR



Ⓚ  
\$1<sup>00</sup>  
PAIR



❧ ❧ ❧ GIVE THE GIFT OF COMFORT ❧ ❧ ❧

Ⓛ  
98c  
PAIR



Ⓜ  
\$1<sup>19</sup>  
PAIR



Ⓝ  
\$1<sup>19</sup>  
PAIR



❧ ❧ ❧ WARM CHEER FOR CHRISTMAS ❧ ❧ ❧

Ⓟ  
89c  
PAIR



Ⓡ  
98c  
PAIR



Ⓢ  
\$1<sup>00</sup>  
PAIR



✓ PAGE 69





to the  
American Family  
From Dad



**STYLED LIKE A \$6 ROBE**  
**\$2<sup>59</sup>** • Different Plaid on Each Side • Reversible  
 • Part Wool • • Heavy

60x72 Inches. Weight, 3<sup>7</sup>/<sub>8</sub> Lbs.  
 —Made of 20% wool, balance cotton

Imported from Italy where fine robes are a tradition, and where our buyer actually went to purchase it. You'd never guess it would sell for so little. This robe has style points usually found in robes costing \$6 and up . . . different colors and different pattern woven on each side, and 4-inch fringe on both ends. Every member of the family enjoys a robe like this. Take it along to football games and picnics, keep it in the car, or use it as a warm couch throw. Makes a real "just-what-we-wanted" gift.

COLORS: Blue, Green, Brown, Gray or Tan predominating. *State color.* Shipping weight, 4 lbs. 2 oz.  
**24 V 8501—Each.....\$2.59**

**ALL WOOL • Extra Colorful**

**\$3<sup>79</sup>** 54x72 Inches. Weight, 2<sup>1</sup>/<sub>2</sub> Lbs.

A grand warm Motorobel! Rich in coloring and ready for years of practical service. Medium-weight, all wool robe, not as heavy as our 24 V 8518 at right, but a big value and an appreciated gift. Plaid pattern same on both sides . . . it's woven through and through. Four-inch all wool fringe on both ends.

COLORS: Blue, Green, Brown or Gray predominating. *State color.* Shipping weight, 2 pounds 14 ounces.

**24 V 8517—Each.....\$3.79**

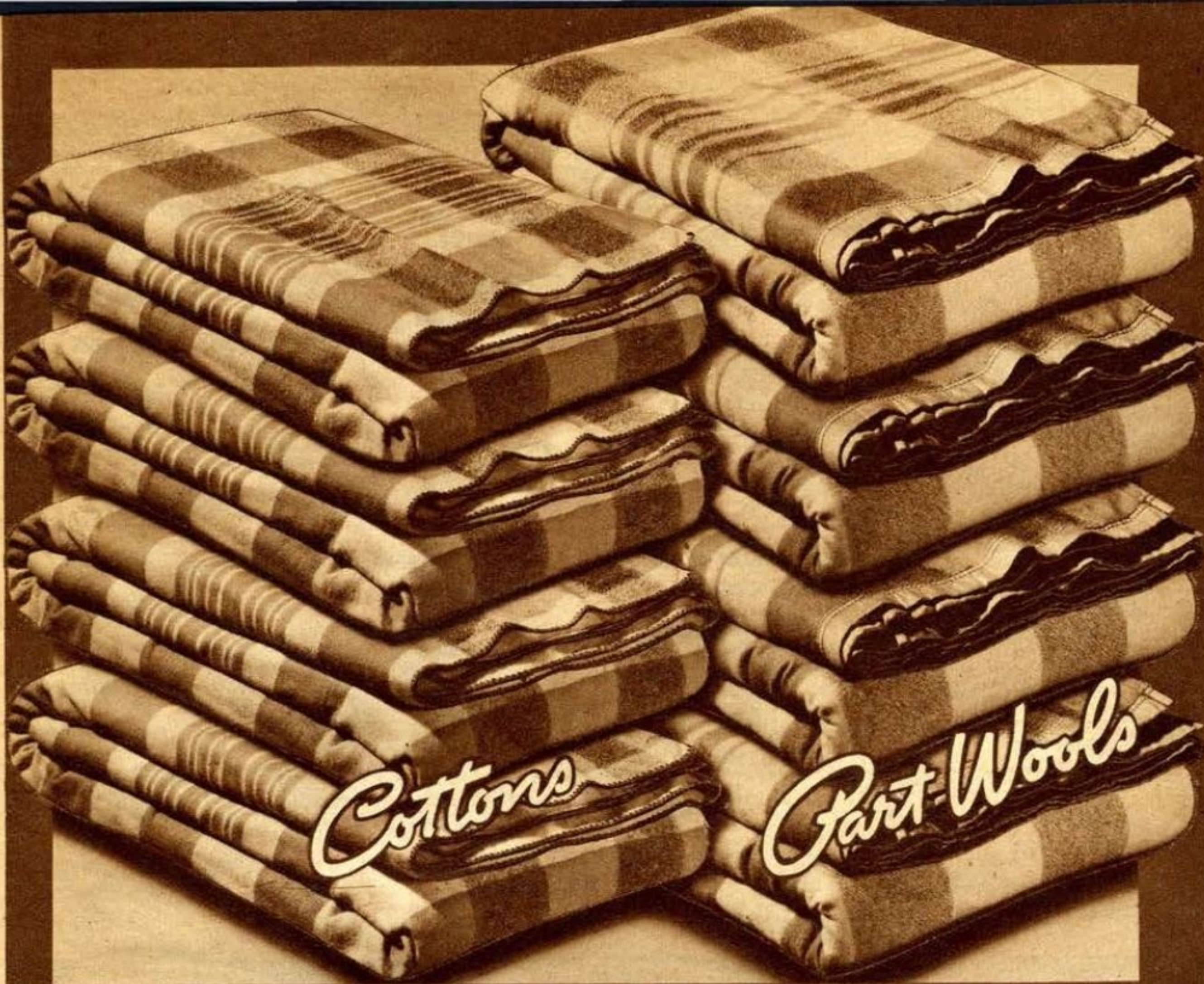
**ALL WOOL • Extra Heavy**

**\$4<sup>79</sup>** 58x76 Inches. Weight, 3 Pounds

Choose this extra heavy Motorobe for warmth and appearance. You'll be proud to carry it to the big game, or use it in the car. A robe like this has so many uses that it pays in the long run to buy the heavier quality. Every thread all wool; has the beautiful deep colors usually found only in high-priced robes. "Woven-through" plaids, same on both sides. Ends finished with 4-inch all wool fringe. A fine present for the "important" man on your list . . . it will be appreciated for years to come. COLORS: Blue, Green, Brown or Gray predominating. *State color.* Shipping weight, 3 pounds 3 ounces.

**24 V 8518—Each.....\$4.79**





# America's Fastest Selling Blankets

## SEARS GREATEST VALUES

Single Blanket

**50<sup>c</sup>** Ea.  
**2 for 97<sup>c</sup>**

Pair of Blankets

**98<sup>c</sup>** A Pair  
**2 Prs. for \$1<sup>90</sup>**

70x80-In. Pair

**\$1<sup>69</sup>** A Pair  
**2 Prs. for \$3<sup>29</sup>**

72x84-In. Pair

**\$2<sup>29</sup>** A Pair  
**2 Prs. for \$4<sup>45</sup>**

### STANDARD WEIGHT . . . Standard Size

Serviceable all cotton blankets of full standard weight . . . even at these low prices Sears don't skimp on weight. Only because we bought them at last year's low price can we afford to sell these blankets for so little. They're made of softly napped cotton in neat, colorful plaids, and finished with overlock-stitching. Highly practical for year 'round usefulness. Single blankets or pairs, both double bed size.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

### Double Bed Size, 70x80 Inches

Single Blanket. Wt., 1½ Lbs.  
Shpg. wt., ea., 1 lb. 6 oz.  
24 V 7025—Each . . . . . 50c  
Two for . . . . . 97c

Pair of Blankets. Wt., 2½ Lbs.  
Shpg. wt., a pr., 2 lbs. 14 oz.  
24 V 7024—A Pair. \$0.98  
Two Pairs for . . . . . 1.90

### CANNON . . . Not Less Than 5% Wool

No wonder these part wool pairs sell so fast! Our customers are quick to recognize real value, especially when offered at Sears extra low prices. Cannon quality blankets, made of cotton with 5% wool added . . . the wool makes them softer and fluffier than our all cotton blankets, at left. Two sizes, both large enough for a double bed. Pastel plaids with sateen binding at ends.

COLORS: Rose, Blue, Green or Orchid plaids, each with white. *State color.*

### 70x80-In. Pairs

Weight, Pr., 3 Lbs.

Shpg. wt., a pr., 3 lbs. 6 oz.

24 V 7444—A Pair. \$1.69  
Two Pairs for . . . . . 3.29

### 72x84-In. Pairs

Weight, Pr., 3½ Lbs.

Shpg. wt., a pr., 3 lbs. 15 oz.

24 V 7445—A Pair. \$2.29  
Two Pairs for . . . . . 4.45

SEE SEARS FALL CATALOG FOR MORE BLANKET VALUES

SEARS

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# America's Greatest PILLOWCASE VALUE

**SPECIAL  
CHRISTMAS  
PRICE**

**79<sup>c</sup>**  
A  
Pr.

- Hand Embroidered
- Hand Appliqued
- Made in America
- In Gift Boxes

The gift sensation of the year! Look at those features—think how many people on your Christmas list would be thrilled to have such a present! Firm white cotton. Size, about 20x33 inches. 2½-inch hemstitched hems and applique in following WASHFAST COLORS: Blue, Gold, Green, Orchid, Rose or White. State color.  
19 V 7109—Pair in Gift Box. Shpg. wt., 12 oz. .... **79c**

## Gifts so Lovely--

YOU'LL WANT TO KEEP THEM YOURSELF

### ALL LINEN

44x44  
Inches **89<sup>c</sup>**  
Ea.

Pretty as can be—makes a lasting gift! COLORS: Ivory ground with multi-color hand-blocked design in Red, Green or Brown predominating. State color.

Abt. 44x44 In.  
19V7142—Shpg. **89c**  
wt., 10 oz. Each.  
Abt. 51x51 In.  
19V7143—Shpg. **98c**  
wt., 13 oz. Each.  
Abt. 51x67 In.  
19V7144—Shpg. **\$1.49**  
wt., 1 lb. Each.  
12x12-In. Napkins  
19V7145—Shpg. **69c**  
wt., 5 oz. 6 for.

### Rayon-Cotton

36x36  
Inches **21<sup>c</sup>**  
Ea.

Imported. Has fine, soft finish. COLORS: Predominating Red, Blue, Gold or Green plaids. State color.

Abt. 36x36 In.  
19V7467—Shpg. **21c**  
wt., 6 oz. Each.  
Abt. 43x43 In.  
19V7468—Shpg. **39c**  
wt., 10 oz. Each.  
Abt. 52x52 In.  
19V7469—Shpg. **48c**  
wt., 12 oz. Each.  
Abt. 52x68 In.  
19V7470—Shpg. **69c**  
wt., 14 oz. Each.  
15x15-Inch Napkins  
19V7471—Shpg. **29c**  
wt., 7 oz. 6 for.

### FIVE LOVELY COLORS

GUEST TOWEL 17<sup>c</sup>  
BATH TOWEL 29<sup>c</sup>  
BATH MAT 65<sup>c</sup>  
WASH CLOTHS 35<sup>c</sup>  
5-PIECE SET \$1.19

### HEAVY, FLUFFY BEAUTIES

Gorgeous colors—height of fashion. Soft cotton terry. WASHFAST COLORS: Peach, Blue, Gold, Green, Orchid with fancy borders. State color.

Guest Towel 16x32-In. 19 V 8679  
Bath Towel 22x44-In. 19 V 8678  
Bath Mat 20x30-In. 19 V 8688  
Washcloths 12x12-In. 19 V 8680  
Shipping wt., 4 oz. Each. 17c  
Shipping wt., 7 oz. Each. 29c  
Shipping wt., 12 oz. Each. 65c  
Shipping wt., 7 oz. 6 for 35c  
5-PIECE SET—Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat.  
19 V 8689—Shipping weight, 1 lb. 8 oz. Set. **\$1.19**

### DEEP PILE TUFTS

Velvety-soft bathroom luxury. Matched sets are an appreciated gift. 18x32-inch tufted cotton bath mat, standard size lid cover. WASHABLE COLORS: Blue, Green, Gold, Orchid or Rose; also Black and White (not illustrated). State color. Shipping weight, 1 lb. 1 oz.

19 V 8889  
2-Piece Set. .... **\$1.39**

GUEST TOWEL 25<sup>c</sup>  
BATH TOWEL 49<sup>c</sup>  
BATH MAT 89<sup>c</sup>  
WASH CLOTHS 27<sup>c</sup>  
5-PIECE SET \$1.75

### GIFT PROBLEMS SOLVED

Sunburst effect . . . and heavy, thirsty, thick cotton loops. Separate pieces or beautiful matched ensemble at Sears savings. Reversible. WASHFAST COLORS: Blue, Peach, Green, Orchid or Maize. State color.

Guest Towel 16x28-Inch 19 V 8787  
Bath Towel 22x44-Inch 19 V 8786  
Bath Mat 22x32-Inch 19 V 8789  
Washcloths 12x12-Inch 19 V 8788  
Shipping wt., 6 oz. Each. 25c  
Shipping wt., 11 oz. Each. 49c  
Shipping wt., 1 lb. 2 oz. Each. 89c  
Shipping wt., 5 oz. 3 for 27c  
5-PIECE SET—Consists of 1 guest towel, 1 bath towel, 2 washcloths, 1 bath mat.  
19 V 8790—Shpg. wt., 2 lbs. 4 oz. Set **\$1.75**





## CHENILLE Border Shades From Pastel to Deep Tone . . . An Actual \$9.95 Value

**\$6.95** EA. A triumph! Stunning, richly colorful, softly shimmering! Distinctive because of its new color harmonies, its graduated three-tone border, its luxurious waffle-effect top . . . practically solid chenille, so closely is it worked with fluffy, deep, 11-strand quality. Washfast. Heavy colored, sheeting; harmonizing chenille. Beautiful in all white. Colors: Blue, Gold, Green, Orchid, Rose, Turquoise blue, Peach, Beige, or All White. *State color.*

Double Bed Size	Twin Bed Size
90x105 inches. Shipping weight, 5 pounds 6 ounces.	72x105 inches. Shipping weight, 4 pounds 9 ounces.
96 V 2369—Each . . . \$6.95	96 V 2370—Each . . . \$6.95

## CHENILLE in Smartest of Bar Arrangements! Rich and Velvety! . . . The \$6.95 Quality

**\$4.95** EA. A superb gift . . . who wouldn't treasure a bedspread with such velvety texture, such high styling? Gorgeous glisteningly soft colorings, to harmonize with the strong fabric—lavish chenille, the extra thick, 11-strand grade. New in design and so different from most at its price; practical because it's washfast. Newest of all in Peach. Outstanding in cream white. Heavy colored sheeting; harmonizing chenille. Colors: Blue, Gold, Green, Peach, Rose, or all White. *State color.*

Double Bed Size	Twin Bed Size
90x105 inches. Shipping weight, 4 pounds 8 ounces.	72x105 inches. Shipping weight, 4 pounds 3 ounces.
96 V 2349—Each . . . \$4.95	96 V 2354—Each . . . \$4.95

## Give Something Beautiful!

### 4-STAR

Crown Tested Rayon Taffeta..\$3.98 Value

**\$2.79** EA.

—four corded top  
—full gathered flounce  
Soft and lovely taffeta . . . with a durability to match its elegance. Won't crack; lasts indefinitely. Crown Tested, carefully checked for wearing strength. Charming, fashionable . . . extraordinarily so! A big value! Eggshell insets contrast vividly. Colors: Copen blue, Gold, Green, Peach, Rose, Rust, Orchid, Brown or Dubonnet. *State color.*

**Double Bed Size**  
90x105 in. Shpg. wt., 2 lbs. 7 oz.  
96 V 2577—Ea. . . \$2.79

**Twin Bed Size**  
72x105 in. Shpg. wt., 2 lbs. 2 oz.  
96 V 2576—Ea. . . \$2.79

### CHENILLE

In Tulip Design  
New! Smart! Gay!

**\$2.79** EA.

—extra heavy weight  
—size, about 90x105 in.

Give a chenille bedspread and you're giving something dear to every woman's heart! And, in this case, value way out of proportion to cost! Heavy, fluffy 11-strand chenille, heavy cream sheeting. Colors: Rust and Peach; Dark and Light Blue; Brown and Gold; Dark and Light Green; Wine and Red; Old Rose and Rose. *State color.* Shpg. wt., each, 2 lbs. 15 oz.

96 V 2329—Ea. . . \$2.79

### CROWN

Tested Rich Rayon  
A True \$2.98 Value

**\$1.98** EA.

—brocade-type fabric  
—good weight; strong  
Firm, full-bodied, smooth and sleek . . . Crown Tested in every detail from the yarn to the finished bedspread! A serviceable quality's assured, and as for style—design gleams on a luxurious moire-like ground, gives the tapestried effect that's so much in vogue. Rayon embroidered scallops. Colors: Blue, Gold, Green, Orchid, or Rose. *State color.*

**Double Bed Size**  
84x105 in. Shpg. wt., 2 lbs. 4 oz.  
96 V 2511—Ea. . . \$1.98

**Twin Bed Size**  
72x105 in. Shpg. wt., 1 lb. 14 oz.  
96 V 2512—Ea. . . \$1.98

### STYLE

Beyond Its Price!  
Rayon and Cotton

**\$1.49** EA.

—actual \$1.98 value  
—size, about 84x105 in.

A gift for you to give and make a big impression for just a little money. Styled expensively, charmingly . . . with cotton to give it strength, and rayon for brilliant luster. Colors: Blue, Gold, Green, Orchid, or Rose. *State color.* Shipping weight, each, 1 lb. 13 oz.

96 V 2914—Ea. . . \$1.49

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# Gift Ideas

## FOR PRACTICAL AND PRETTY CHRISTMAS NIGHTWEAR



**A**  
Bubble Knit  
Cotton Pajamas  
**\$1.49**

**B**  
Hand Embroidered  
Nainsook Gown  
**79c**

**D**  
Knit Rayon  
Pajamas Gown  
**\$1.25 \$1.00**

**C**  
Cotton Crinkle  
Crepe Pajamas  
**\$1.00**

**(A) Choose** these smart, fashion-right Bubble Knit Cotton Pajamas for two-way service—they're warm and cozy to sleep in, comfortable and jolly to lounge in! They're Sears better quality, too—a novelty knit with a decided nubby appearance; wears and washes like a charm, is just stretchy enough to give easy comfort. Popular two-piece tailored style with well-cut trousers and slip-over blouse.

EVEN SIZES: 34 to 44-inch bust.  
State size. Shipping weight, 13 oz.

29 V 1262—Green  
29 V 1263—Coral... **\$1.49**

**(C) Easy** to launder and yet look how pretty... these very practical Pajamas of Cotton Crinkle Crepe! That scalloped frill—on the collar and useful pocket—is pleated of fine crisp organdy and finished with piping in contrasting color. Looks demure and utterly dainty! Two-piece style; slipover blouse with sash at back. Made simply, for easy laundering... crinkle crepe, you know, actually looks nicer without ironing!

EVEN SIZES: 34 to 44-inch bust.  
State size. Shipping weight, 11 oz.

29 V 1266—Tearose  
29 V 1267—Blue... **\$1.00**

**(B) Always** sure of a Christmas... this hand-embroidered gown made of better quality Nainsook and offering finer Puerto Rican work! It's hand-detailed, too—a skillful handwork finish as in more expensive luxury undies. Pretty Val lace trim, flattering Peter Pan collar, rounded high waist at front, sash back. Full length.

EVEN SIZES: 34 to 44-inch bust.  
State size. Shipping weight, 6 oz.

29 V 1220—Tearose  
29 V 1221—Blue  
29 V 1222—Maize... **79c**

**(D) New** and alluring gift Pajamas or Gown of good-quality Knit Rayon—a real holiday bargain! Charming trim of deep tone Alencon-type lace fashioned in points at front, rows of fancy stitched tucks and feminine kerchief-tie collar. Soft, pretty modified cap sleeves, graceful high-waisted front with sash.

EVEN SIZES: 34 to 44-inch bust.  
State size. Shipping weight, 10 oz.

**Two-Piece Pajamas**  
29 V 1268—Tearose  
29 V 1269—Blue... **\$1.25**

**Bias-Cut Gown**  
29 V 1270—Tearose  
29 V 1271—Blue... **\$1.00**

## Girls! CHRISTMAS UNDIES OF SATIN

OR FINE NAINSOOK



### SLIP and PANTIES Bias Cut

Satin Panties **59c** Satin Slip **89c**

The most thrilling gift imaginable for your big and little girls: undies of luxurious weighted Silk Satin! Trimmed with daintiest Val lace! And (a new idea!) bias cut like Big Sister's for better fit, better wear. Slip has fine hemstitching at neck; panties have French seams, double crotch, neat semi-fitted leg with elastic at side. THESE SAME BEAUTIFULLY-MADE EXPERTLY DESIGNED UNDIES ALSO COME IN FINE NAINSOOK.

Sizes: 2, 3-4, 5-6, 7-8, 9-10, 11-12, 13-14 years. State age-size. Shipping wt., each, 3 oz.

**Yoke Front Panty**  
Silk Satin  
29 V 2129 **59c**  
Tearose...  
Fine Nainsook  
29 V 2130 **39c**  
White...  
**Round-Neck Slip**  
Silk Satin  
29 V 2010 **89c**  
Tearose...  
Fine Nainsook  
29 V 2011 **49c**  
White...



FAMOUS  
FASHION HIT



## "Campus Queen"

Mode of the Moment **\$1.98**  
In SWEATERS

Imagine a sweater-type blouse of lovely light Knit Rayon Suedine brushed to velvety softness—with sleeves of All Wool Knit Worsted in deep contrasting color to match suede leatherette belt. Handy Talon fastener at neck; wood buttons on simulated pockets; Johnny collar; and sporting action back with yoke and two deep inverted pleats. New as tomorrow—the perfect gift sweater!

EVEN SIZES: 32 to 38-inch bust. State size. Shipping weight, 12 ounces.

29 V 7366—Camel Tan and Saddle Brown

29 V 7367—Powder Blue and Light Navy Blue



## GAY DANCE SETS

For the Merry Christmas Whirl **98c** Each Set

Lucky holiday "find" for thrift-shoppers! A softly tailored Set in the new Satin Brocade Print, a fine pure-dye quality woven with a silk face and rayon back. Smart uplift brassiere; net lined. Panties have smooth-fitting band top and handy button opening at side.

EVEN SIZES: 32 to 36-inch bust. State size. Shipping weight, 4 oz.

29 V 2676—Tearose

A lovely, lacy set for the luxury girl! Of pure-dye satin woven with silk face and rayon back! Graceful pointed insets of Alencon-type lace on band-top panties; uplift brassiere has lace top; semi-net lined. Side-button opening on panties makes them fit smooth as a glove under slim frocks.

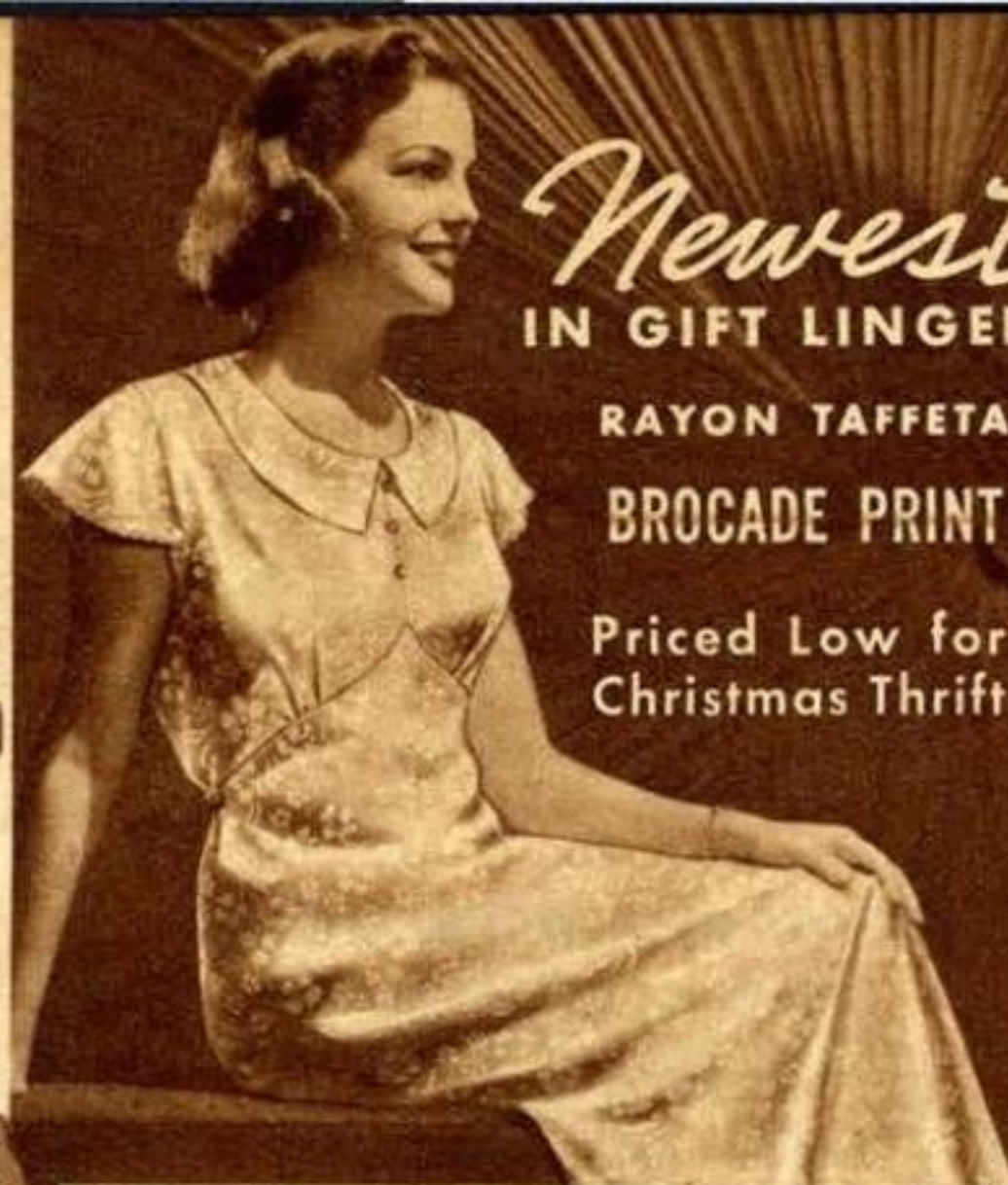
EVEN SIZES: 32 to 36-inch bust. State size. Shipping weight, 4 oz.

29 V 2675—Tearose

## Newest IN GIFT LINGERIE

RAYON TAFFETA  
BROCADE PRINT

Priced Low for  
Christmas Thrift



Bias-Cut Gown  
Softly Tailored  
**\$1.35**

A happy thought for Christmas gifts, for your own holiday wardrobe! Gowns of Rayon Taffeta Brocade Print are now first fashion—they're shimmeringly lovely, flattering, "different" looking! This one has long, gracious bias lines, a slimming Empire front, pretty collar and cap sleeves. V-cut back. Quality is our finest—a 100-denier Rayon Taffeta. Upper bias seams double stitched. Lgth, about 52 in.

EVEN SIZES: 34 to 44-inch bust. State size. Shipping weight, 9 ounces.

29 V 919—Tearose

Molded Slip  
Snip-it Bottom  
**98c**

Newest of the new to celebrate Christmas! Rich, 100-denier Rayon Taffeta Brocade Print (our finest quality) tailored on slim bias lines, a molded slip for your new tight-waisted frocks. So easy to adjust to the desired length—no hemming, just a quick snip through either row of hemstitching at bottom! California top; adjustable straps. All seams completely double-stitched. Length, about 48 inches.

EVEN SIZES: 32 to 44-inch bust. State size. Shipping weight, 6 ounces.

29 V 3846—Tearose



## THE GIFT LUXURIOUS

## Slips OF SATIN SECRETE

Sears Loveliest  
Finest Quality

EITHER **\$1.95**  
STYLE Each

A lovely slip of famous weighted Silk Satin Secrete, a quality processed against water spotting! Rich enough, fine enough for your proudest gifts! Trimmed with a wealth of finer Alencon-type lace... featuring the wide, lavish bottom shown on high-fashion luxury slips. Sag-proof, cling-proof, true bias cut. California top; adjustable straps. Tested rip-proof seams. Length, about 47 inches.

EVEN SIZES: 32 to 42-inch bust. State size. Shpg. wt., 10 oz.

29 V 3680  
Tearose

The rich, heavy quality of the weighted Silk Satin Secrete is water-spotproof, a new value feature! True bias cut. Sag-proof, cling-proof. California top has double front; adjustable straps. Strong, rip-proof seams.

EVEN SIZES: 32 to 44-inch bust. State size. Shpg. wt. 10 oz.

Average Length, abt. 47 in.

29 V 3684

Tearose

29 V 3685

White

Short Length, about 45 inches.

29 V 3686

Tearose

Long Length, about 49 inches.

29 V 3687

Tearose



3 LENGTHS

SEARS

✓ PAGE 75



# Gift Specials

**PRINTS PRICED WAY DOWN**

**12 for  
35c**

## Colorfast Handkerchiefs

A record value even for Sears! Gay, vivid colors—dashing designs—smart print cotton lawn 'kerchiefs in step with the styles. Every woman wants dozens of them—that's why this is such a grand gift assortment. Hemmed. Size, about 11x11 inches.

25 V 2361—Shpg. wt., 4 oz. **12 for 35c**

**21c**  
Ea.

## Smartly Styled Handkerchiefs

A gift to thrill that "special man." For these handkerchiefs are superb quality—fine linen enriched with hand applique and hand drawn threads. Assorted patterns. Rolled edges. Size, about 17x17 in. Colors: White with Blue, Brown or Red trimming. *State color.*

25 V 2515—Shpg. wt., 2 oz. Each, **21c**

**LINEN**

**3 in Gift Box 59c**

**3 in Box 18c**

Lovely—yet inexpensive. An appreciated gift. Women's soft white cotton lawn with multicolor hand loom embroidery. Midget hemstitched hems. About 10½ inches square.

25 V 2322—Shpg. wt., 5 oz.

**3 in Box 26c**

Better give linen when it's low priced like this. White with dainty multi-color embroidery in assorted patterns. ½-in. hemstitched hems. Women's styles about 10½ in. square.

25 V 2373—Shpg. wt., 5 oz.

**3 in Box 50c**

Women's quality linen assortment! Dainty 'kerchiefs smartly styled, beautifully embroidered—lovely gifts. Multi-color hand embroidery and applique. Some with spoking, drawn threads. Hand whipped hems. About 11x11 inches.

25 V 2337—Shipping weight, 5 oz.

**BARGAINS!**

**6 for 15c**

Marvelous values—smart gifts. Assortment of six good-looking fast color woven borders, prints and all white cotton 'kerchiefs. Hemmed and hemstitched. Women's assorted sizes, about 10¼ to 11 in. square.

25 V 2360—Shpg. wt., 3 oz.

**6 for 35c**

Initials—the personal touch. All white linen. Narrow hemstitched hem. All initials except I, O, Q, U, V, X, Y, Z. *Print initial.* Women's styles. About 10 in. square.

25 V 2395—Shpg. wt., 2 oz.

**25c Each**

Beautiful handmade gift 'kerchiefs. Colored hand embroidery and applique on fine white linen similar to illustration. Hand rolled hems. Size, about 11x11 in.

25 V 2335—Shipping weight, 2 ounces.

**59c Each**

Lovely! Dainty Bretonne type lace edge—fine white linen center. About 13 in. square.

25 V 2349—Each... 59c  
Lower priced. Embroidered net edge. Linen center. 25 V 2348—Ea. 25c  
Shpg. wt., each, 2 oz.

**6 for 42c**

Men prize the personal thought of initials, too. All white—soft cotton lawn. ¼-inch hemstitched hems. All initials except I, O, Q, U, V, X, Y, Z. *Print initial.* About 16¼ x 17 inches.

25 V 2566—Shpg. wt., 5 oz.

**6 for 25c**

Grand handkerchief bargains for men—right in time to make your gift shopping easy. Assortment of plain white, white satin stripes and assorted fast color woven borders. Cotton. Hemmed and hemstitched. Abt. 16¼ to 17 in. square.

25 V 2565—Shipping weight, 5 oz.

**3 in Box 19c**

See famous Dionne quintuplets in action on these cute handkerchiefs. A gift kiddies will adore. Assorted fast color prints on cotton lawn. Hemmed edges. Size, about 9 inches square.

25 V 2344—Shpg. wt., 5 oz.

**(A) PURE SILK**

**(B) FINE LAWN**

**(A) Pure Silk (B) Fine Lawn**  
**95c Set 50c Set**

**(A) All Silk 'kerchief,** woven striped border—solid color silk tie. Hand rolled hem. [Colors: Navy, Brown, Maroon, Green. *State color.* Abt. 17 in. square. Shpg. wt., 7 oz.] **95c**

**(B) Cotton Lawn 'kerchief,** Colored woven border. French hem. Matching solid color rayon and cotton tie. About 17¼ inches sq. Colors: Blue, Brown, Wine. *State color.* Shipping weight, 8 ounces. **50c**





ONLY  
**\$1.79**  
EACH  
INITIALS EXTRA

## REAL LEATHER and What *GIFTS* They'll Make!

They're \$2.50 values! Because they are not just leather, but the better kind of leathers. Dull calf, sturdy water buffalo, top grain cowhide. They wear well, have smart Linings, some with zip fastenings, and all with the little details that say you've been exacting in the choice of her gift. **Initials not included in the price**, but we apply them to bags if ordered. **COLORS:** Black, Navy Blue or Brown. *State color and print initials if wanted.* Shipping weight, each, 1 lb. 2 oz.

**(A) Smartest Dull Calf**  
18 V 3335—Corded front, zip top with prystal pull. Size, 8x6 1/2 in. .... **\$1.79**

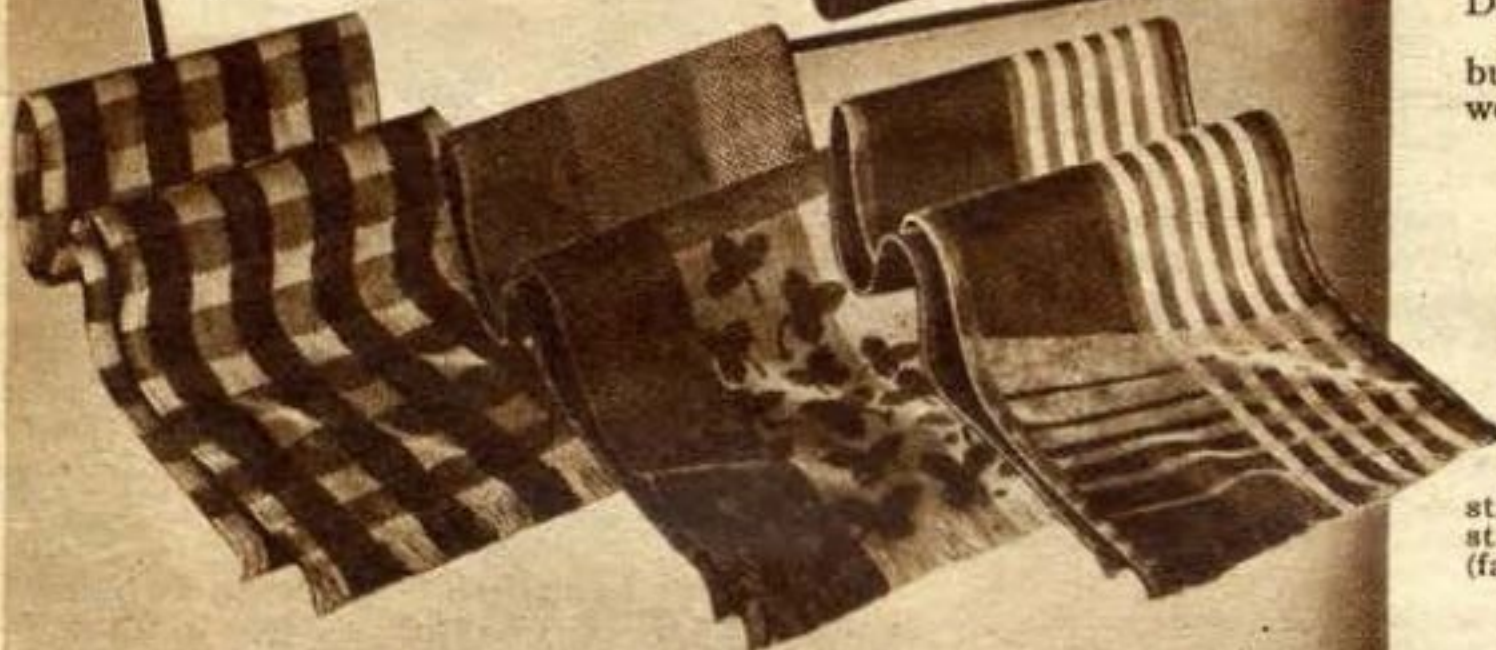
**(B) Crushed Cowhide**  
18 V 3338—Smock front, Has Zip pocket. Size, 8x6 3/4 inches. .... **\$1.79**

**(C) 2 Inside Zip Pockets**  
18 V 3336—Genuine Cowhide leather. Size, 9 1/4 x 7 inches. .... **\$1.79**

**(D) Top Grain Cowhide**  
18 V 3337—Zip top! Back strap. Size, 10x7 1/4 in. .... **\$1.79**

**(E) Genuine Buffalo Leather**  
18 V 3339—Scuffless, strong. Guaranteed for 1 year. Size, 9x6 1/2 inches. .... **\$1.79**

**INITIALS FOR ABOVE**  
18 V 3330—1 1/2-in. gold color metal initials. 35c quality Shpg. wt., each, 2 oz. *Print initials.* Each letter. .... **19c**



## IMPORTED ALL WOOL SCARFS Regular \$100 to \$150 Values

Dollar to dollar and a half quality! Feel the warm luxurious SOFTNESS of the wool! Made in Poland. Assortment includes many equally handsome scarfs not pictured. Our stylist will select for you. Size, about 49x9 3/4 in. **PREDOMINANT COLORS:** Blue, Brown, Red, Green, White, Beige, Yellow or Purple. *State color.* **18 V 4344**—Shipping weight, 8 ounces. .... **69c**

## MONOGRAM the *GIFT*

For That Gracious  
"Personal Touch"

Embroidered  
Monogram **54c**

The initial is embroidered on this stunning white scarf of weighted silk crepe. The silk is doubled! The ends are finished with full, hand knotted fringe. A grand gift for anyone, young or old! Size, 46x9 inches. White only. All initials except I, O, Q, U, V, X, Y, or Z. *Print initial wanted plainly.* **18 V 4345**—Shpg. wt., 7 oz.

3 Contrasting  
Initials! **54c**

This soft doubled acetate rayon crepe scarf comes in classic white or rich vibrant colors. Shows her full monogram! Any three initials in smart, heavily embroidered letters that are easily applied with a warm iron. Size, 41x9 inches. Self fringed edges.

**COLORS:** White, Red, Blue or Brown. *State color and print plainly initials wanted.* **18 V 4312**—Shipping weight, each, 8 ounces.

Double Thick  
Silk Crepe **98c**

If he's the type who appreciates something "extra special"—try this on him. A fine weighted silk muffler with a lustrous texture and a definite quality feel. Initial is embroidered in black and white. Fringe is hand knotted. Size, about 12x50 in. including fringe. Packed in a gift box. All initials except, I, O, Q, U, V, X, Y, or Z. *Print initial plainly.* Shipping weight, 7 ounces. **33 V 9550**—White.

Four-Gore  
Tailored Slip **\$1.00**  
Mono-gram Extra

In better quality rayon crepe. Double stitched seams for wear. Adjustable straps. Double fabric top.

**EVEN SIZES:** 32 to 44-inch bust. *State size.* Shipping weight, 6 ounces.

**47-Inch Length**

29 V 3663—Tearose

**45-Inch Length**

29 V 3664—Tearose

**49-Inch Length**

29 V 3665—Tearose

Embroidered  
Monogram **13c** extra

*Print full name plainly. State style of monogram wanted. In style "B" we will put last (family) initial in center.*





*A Page of Beautiful  
Practical Gifts!*

## ROYAL PURPLE HOSIERY

REG. U. S. PAT. OFF.

• Each Pair in a Gift Folder



**94<sup>c</sup>**  
A PAIR

3 CHOICES IN

*Hosiery Perfection*

**SHEER CREPE CHIFFONS**

You're giving her \$1.35 stockings when you give her these! Save the difference—or give her twice as many pairs! They'll look luxuriously lovely in their modern red and white gift folder. So very fine, so sheer, they make the smart winter colors look even lovelier.

True Crepes . . . less liable to runs, much duller, sheerer looking than others. All are Ringfree, full fashioned, exquisitely fine gauge silk, finished with fine French seams, narrow heels, fine reinforcements all of silk, and a run-stop below the picoted tops.

**COLORS:** Black Magic (a brown black); Smoke (a gray black); Saunter (a brown taupe); Townwear (a gray taupe); Mode (a brown tan); or Jaunty (a brown beige). **SIZES:** 8½, 9, 9½, 10 and 10½. State size and color. Shipping weight, pr., 4 oz.; 3 prs., 10 oz.

**86 V 750—2-Thread.** Extra Sheer Crepe Chiffons, beautifully thin.

**86 V 755—3-Thread.** Sheer Crepe Chiffons, a little heavier than those above.

**86 V 760—4-Thread.** Practical Crepe Chiffons, longer wearing  
Pair . . . . . 94c 3 Pairs . . . . . \$2.75

**94<sup>c</sup>**  
A PAIR

GUARANTEED

*Runproof*

**A LASTING GIFT**

Full fashioned silk stockings that **won't run!** Most practical of

all chiffons! Judge them by length of service as well as price, and you'll say they're actually inexpensive! Knit in a special "mesh-effect" stitch that's actually runproof, yet they look like any other fine chiffons when you have them on! True Royal Purples, Ringfree, fine gauge, smartly dull, made with fine seams, picoted silk tops and silk reinforcements; the toes with an extra thread of cotton knit inside for even longer wear. A grand gift—they look so festive in their artistic gift folder, and are really so practical.

**COLORS:** Black Magic, Smoke, Townwear, Saunter, Mode or Jaunty. Color names are explained in descriptions at extreme left. **SIZES:** 8½, 9, 9½, 10 and 10½. State size and color. Shipping weight, pair, 4 oz.; 3 pairs, 10 ounces.

**86 V 453—Pair . . . . . 94c**  
**3 Pairs . . . . . \$2.75**

**74<sup>c</sup>**  
A PAIR

THE ECONOMY GIFT

*Desirables*

REG. U. S. PAT. OFF.

**REGULAR OR  
KNEE LENGTH**

Famous for giving the longest service . . . plus the greatest beauty . . . at this price. The chiffons

are "Crepes," duller, less liable to runs; the 7-thread, rich and heavy. Both are Ringfree, fine gauge, with a rainspotproof, wear-

giving finish. Full fashioned. Mercerized cotton in heels, toes and soles.

**COLORS:** Smoke, Townwear, Saunter, Mode, Jaunty. Color names are explained in descriptions at extreme left. **SIZES:** 8½, 9, 9½, 10, 10½. State size, color.

**Regular Lengths**

**86 V 615—4-Thread;** Crepe Chiffons; silk tops. Shipping weight, pr., 4 oz.; 3 prs., 10 oz.

**86 V 552—7-Thread;** Service; mercerized tops. Shpg. wt., pr., 5 oz.; 3 prs., 12 oz. Pair . . . . . 74c 3 Prs. . . . . \$2.15

**Knee Lengths**

**86 V 616—4-Thread;** Crepe Chiffons. Lastex garter tops. Shpg. wt., pr., 4 oz.; 3 prs., 10 oz.

Pair . . . . . 74c 3 Pairs . . . . . \$2.15



ROYAL PURPLE

# Wonder Values

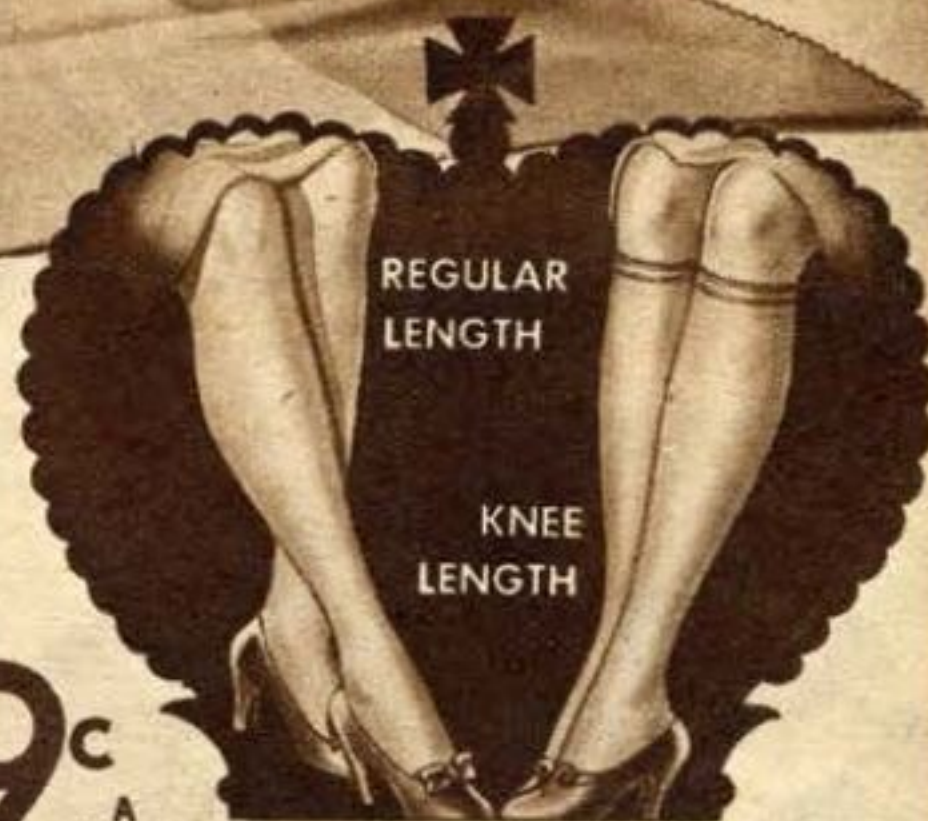
A BARGAIN AT THIS LOW PRICE!

Ringfree . . Full Fashioned . . Pure Silk

You can't buy really fine stockings for less money! This quality is usually about 75¢! Narrow heels; fine back seams. Mercerized cotton in heels, toes, soles.

COLORS: Jaunty, Mode, Saunter, Townwear, Smoke. (Described on opposite page.) SIZES: 8½, 9, 9½, 10, 10½. State size and color. Shpg. wt., pr. 3 oz.; 3 prs. 7 oz.

59¢  
A PAIR



## Regular Lengths

86 V 650—4-Thread;  
Chiffons; Silk tops.  
Pair. 59¢ 3 Pairs. \$1.70

86 V 540—7-Thread;  
Service; Mercerized tops.  
Pair. 59¢ 3 Pairs. \$1.70

## Knee Lengths

86 V 708—4-Thread;  
Chiffons; Lastex tops.  
Pair. 59¢ 3 Pairs. \$1.70

86 V 711—7-Thread;  
Service; Lastex tops.  
Pair. 59¢ 3 Pairs. \$1.70



*Silk-over-Wool*  
FOR BEAUTY  
AND EXTRA  
WARMTH

A BEAUTIFUL STOCKING 69¢  
A PAIR

You'll feel warm, look well dressed in these! Warm because they're 80% fine soft wool. Smart because the 20% silk is knit on the outside . . . because they are fine gauge, have seam-effect back, mock fashion marks, French heels, and come in the smartest colors of the season. Not the least bit heavy or bulky, the wool yarns are so soft and fine. Extra wear is knit into them; soles are double; the heels and toes of 4-thread mercerized cotton.

COLORS: Black, Townwear, Gunmetal, Nubrown, Woodbrown or French tan. SIZES: 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pr., 4 oz.; 3 prs., 10 oz.

86 V 2570—Pair. . . . . \$ .69  
3 Pairs. . . . . 2.00



*Black Heel Sheers*  
HIGH STYLE  
COSTS YOU LESS  
AT Sears

FULL FASHIONED PURE SILK 89¢  
A PAIR

If she likes what's smart and new, give her Black Heel Sheers! The black heels, the black seams make these 3-thread Chiffons look even sheerer than they are. They're real Royal Purples, full fashioned, Ringfree, exquisitely fine gauge, every thread pure silk.

COLORS: Jaunty, Townwear or Smoke. SIZES: 8½, 9, 9½, 10 and 10½. State size and color. Shpg. wt., pr., 2 oz., 3 prs. 5 oz.

86 V 312—French heels.  
86 V 314—Pointed heels. Pair. . . . 89¢

## Mock-Fashioned Chiffons

Same as above, except not full fashioned; silk soles; mercerized cotton toes and lower heels. Fine gauge splashproof silk.

86 V 212—French heels.  
86 V 213—Pointed heels.  
Pair. . . . . 39¢ 3 Pairs. . . . . \$1.15

*Mesh*  
LEADS IN  
POPULARITY

Full Fashioned Silk Mesh 85¢  
PR.

Mesh stockings at their smartest! Full fashioned; the mesh in the popular medium size; colors that are right with your winter things. Ringfree, dull lustered; picot tops; silk-over-cotton toes. Royal Purple quality.

86 V 843—Pair. . . \$ .85  
3 Pairs. . . . . 2.50

Mock-Fashioned Silk Mesh 39¢  
PR.

Imagine! Pure silk mesh stockings for this low price! Seam-effect back; French heels; silk reinforcements.

86 V 810—Pair. . . 39¢  
3 Pairs. . . . . \$1.15

Mock-Fashioned Rayon Mesh 24¢  
PR.

Dull, ringfree rayon mesh stockings; smart French heels, seam effect back. Mercerized cotton heels, toes.

86 V 910—Pair. . . 24¢  
3 Pairs. . . . . 69¢

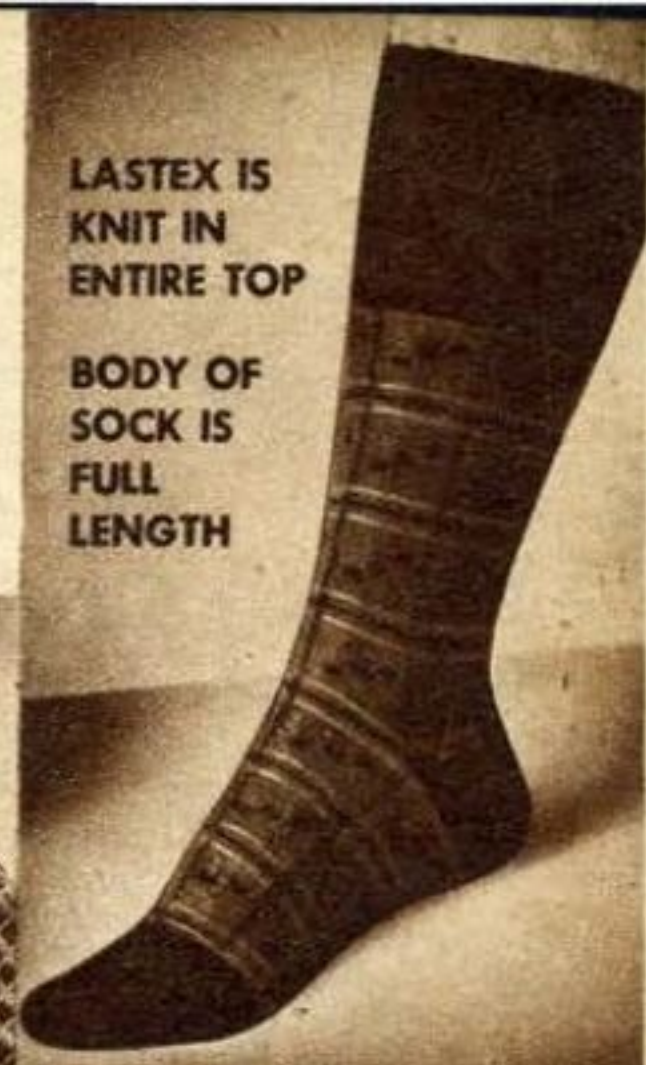
COLORS for all the Mesh stockings above: Jaunty, Townwear, Smoke. SIZES: 8½, 9, 9½, 10, 10½. State size and color. Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.



# The Socks Most Men Prefer are the Socks to Give Him on Christmas

LASTEX IS  
KNIT IN  
ENTIRE TOP

BODY OF  
SOCK IS  
FULL  
LENGTH

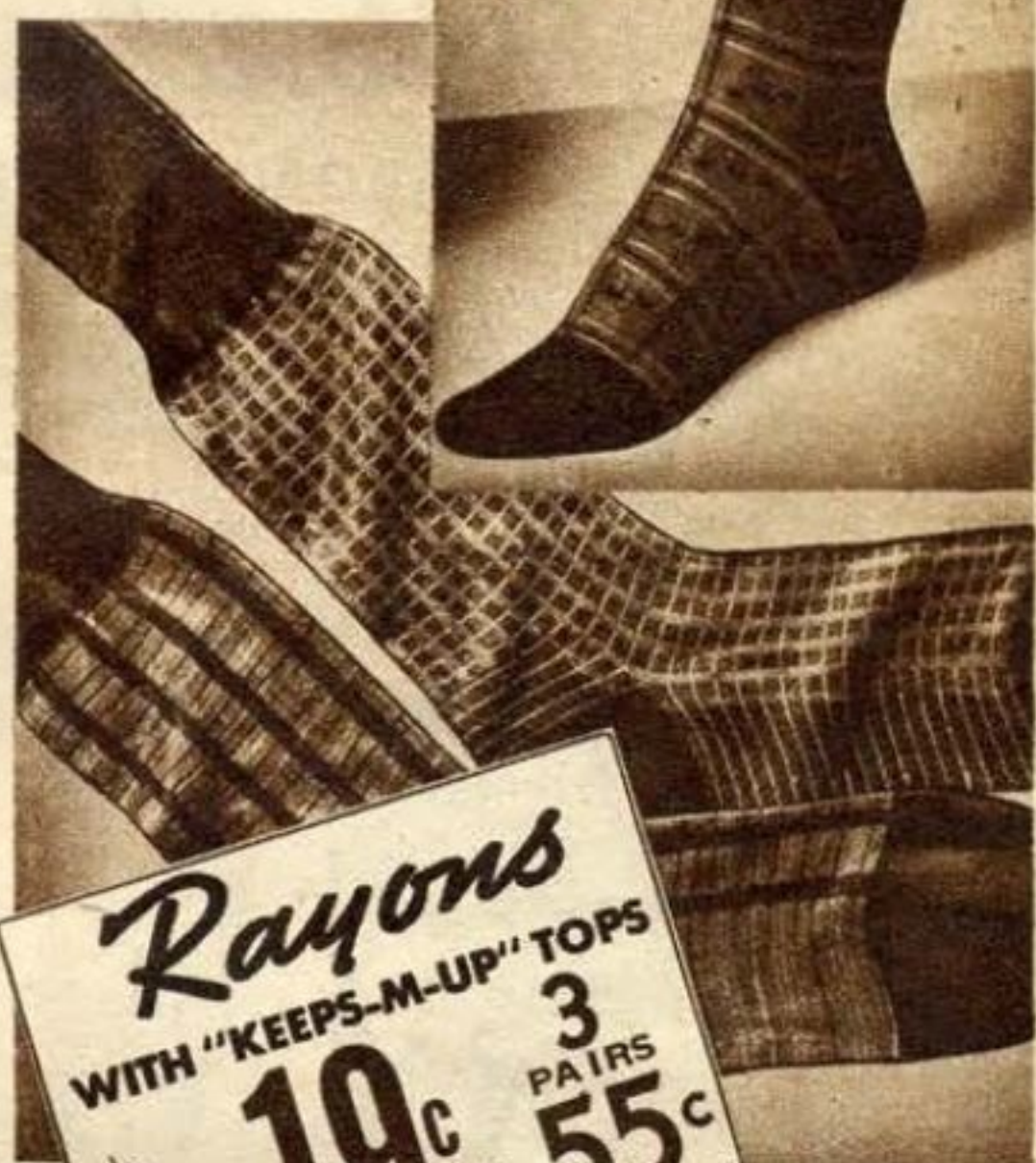


**Part Wool**  
SMARTLY PATTERNED  
**19c** A PAIR  
**55c** 3 PAIRS

These are the socks he would pick for himself . . . of course he'll like them for Christmas! Not only exceptionally good looking with their bright clear patterns and rich colors . . . but **warm** as well! They're 8% wool—with rayon for luster and cotton for long wear. Cotton reinforced heels and toes. Seamless feet.

COLORS: Brown, Navy blue or Oxford gray in assorted patterns. SIZES: 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4996—Pair . . . . .19c 3 Pairs . . . . .55c

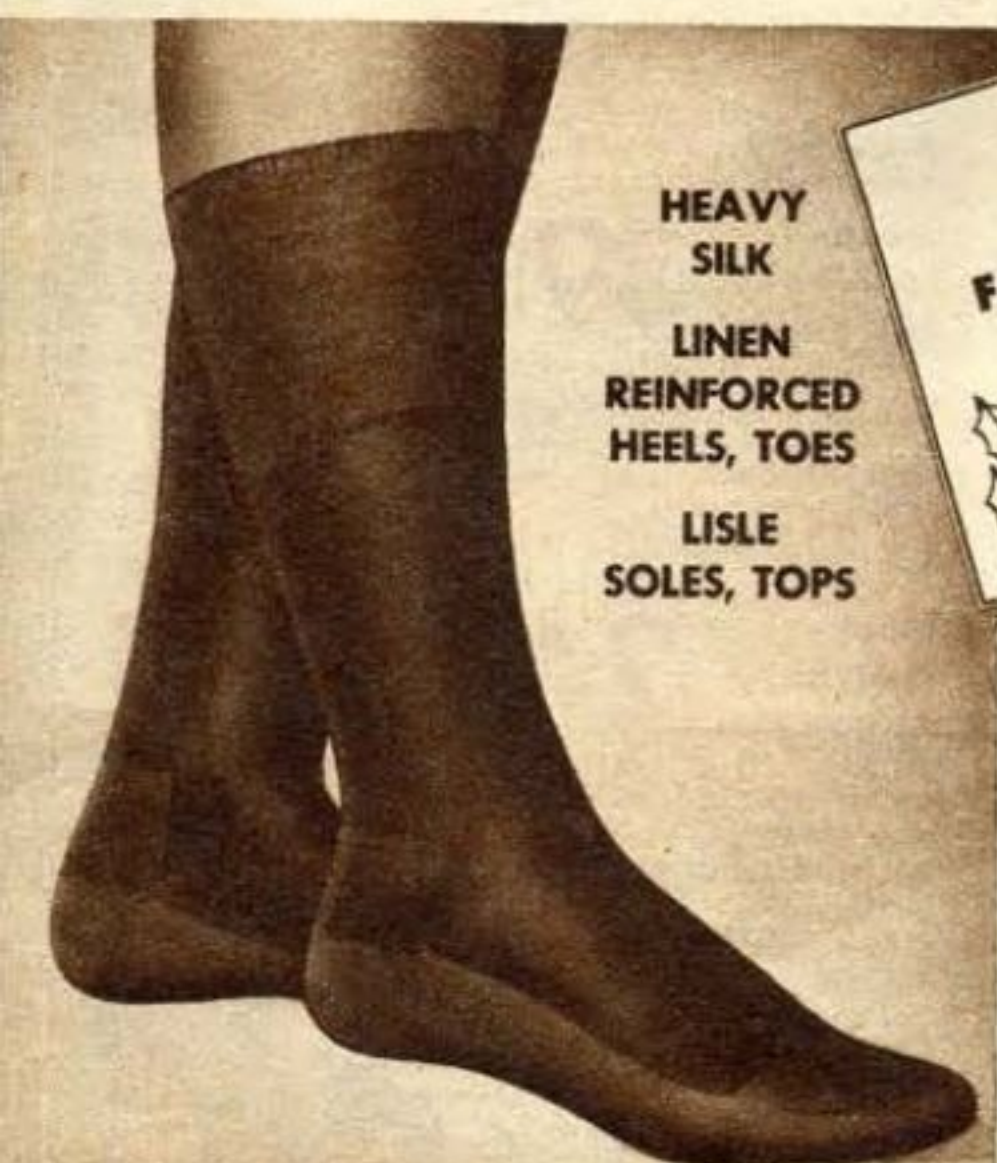


**Rayons**  
WITH "KEEPS-M-UP" TOPS  
**19c** A PAIR  
**55c** 3 PAIRS

They're high quality—and they look it! Fine rayon, smartly patterned in self colors and silvery shades. The Lastex Keeps-M-Up top makes a big hit with men, it stays up so comfortably without garters. Double soles. High spliced heels. Reinforced heels and toes.

COLORS: Black, Blue, Brown or Dark gray. SIZES: 10, 10½, 11, 11½ and 12. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 4659—Pair . . .19c 3 Pairs . . . . .55c



HEAVY  
SILK  
LINEN  
REINFORCED  
HEELS, TOES  
LISLE  
SOLES, TOPS

**Silk**  
FAMOUS "KORKERS"  
**35c** A PAIR  
**\$1.00** 3 PAIRS

Every man wants silk socks—and this KORKER quality! Heavier, longer wearing than most. Linen reinforcements in heels, toes. Seamless feet.

COLORS: Black, Dark tan, Medium gray, Navy blue, Dark brown, White. SIZES: 9½, 10, 10½, 11, 11½, 12. *State size, color.* Shipping weight, pair, 2 oz.; 3 pairs, 5 oz.

86 V 305—Pair . . .35c  
3 Pairs . . . . . \$1.00



**Wool-and-Silk**  
EXTRA FINE  
**49c** A PAIR  
**\$1.44** 3 PRS.

He's sure to like these! They're the smartest of all for winter . . . 80% wool, the balance rich silk. Plenty of warmth to these, but so very fine gauge they're not heavy or bulky. Latest patterns. Winter colors that are particularly rich and clear in these fine yarns. Cotton reinforced heels and toes. Seamless feet.

COLORS: Black, Oxford gray, Dark blue or Dark brown. SIZES: 10, 10½, 11, 11½, 12 and 13. *State size and color.* Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces.

86 V 1933—Pair . . . . .49c 3 Pairs . . . . . \$1.44



# MEN!

## 10% WOOL SUITS

### Your Chance To Save!

### At this Economy Price!

**85<sup>c</sup>** EACH SUIT  
3 SUITS \$2.49

Here's your best bargain of the season in an extra warm suit... 10% wool, the rest extra strong good quality cotton. Warm winter weight and finely ribbed so it's easy fitting, easy stretching, shape retaining. Ordinarily a suit like this is 'way higher priced. Shaped collarette neck, set-in shoulders, flatlocked seams. Long sleeve, ankle length style.

COLOR: Tan random. EVEN SIZES: 36 to 46-inch chest. *State size.* Shipping weight, each suit, 1 lb. 5 oz.; 3 suits, 3 lbs. 12 oz.

16 V 4090  
Each Suit.....85c  
3 Suits.....\$2.49



## WHAT A BARGAIN!

### Winter Weight Shirts, Drawers ... FOR ONLY

**39<sup>c</sup>**  
EACH GARMENT

A record-breaking bargain. Only at Sears can you buy shirts and drawers of this good quality for so little money. Check for yourself and see how much you save! They're **real winter weight**—more cotton is knit into them! Full size everywhere—no strain anywhere. Their ribbing is extra firm... holds in warmth, keeps out cold; makes them easy-stretching, comfortable, figure fitting. Shirts have shoulder inserts and rayon trimmed collarette neck. Drawers have double crotch; drawstring in back.

COLOR: Cream. Shipping weight, each garment, 14 ounces.

#### UNDERSHIRTS

EVEN SIZES: 34 to 46-inch chest. *State size.*

16 V 4052—Each....39c

#### DRAWERS

EVEN SIZES: 32 to 44-inch waist. *State size.*

16 V 4053—Each....39c

## Good News For Tots!

### Rayon Striped SUITS

**35<sup>c</sup>** EACH SUIT  
3 SUITS 97c



Here's what children like—a comfortable winter waist suit with elastic-top seat that always snaps back into place... that's so easy for even the littlest tot to manage. It's a good medium weight cotton, ribbed knit so it's easy stretching, rayon striped for looks. Short sleeves, French leg style. Buttons down the front. It's a bargain at this low price.

COLOR: Cream-white. AGE-SIZES: 2, 4, 6 and 8 years. *State age-size.* Shipping weight, each suit, 4 ounces; 3 suits, 9 ounces.

16 V 9160  
Each Suit.....35c  
3 Suits.....97c

## A Practical Gift!

### WARM DAINTY SILK-AND-WOOL

### Flatter-ees VEST AND PANTIES

**58<sup>c</sup>** EACH

VEST  
OR  
PANTY

Give her lingerie and you're sure to please her. Give her Flatter-ees, warm as well as dainty, to please her most! These are 50% wool (that's for warmth), 12½% silk (that's for softness and luster), the rest combed cotton (you know how that wears). Tuck knit so it clings to the figure. Low cut vests with dainty rayon banding and shoulder straps. Elastic waistband on panties; Lastex at leg bottoms to keep them down.

COLOR: Tearose. SIZES: Small (32-34); Medium (36-38); Large (40-42)-inch bust or hip measure. *State size.* Shipping weight, each garment, 4 ounces.

16 V 6670—Vest  
16 V 6671—Panties  
Each Garment.....58c



SEARS ✓ PAGE 81



*New!*



## STRIPED BLUEBIRD ENSEMBLE

### Smartest Gift for Modern Travelers

- Basswood box with veneer top, bottom.
- Top quality, heavy canvas duck, pyroxylin coating. Washable, scuff-resisting.
- Sears exclusive dark blue color, yellow and gray woven stripes. Rich looking blue color poplin silk lining with coil-wire elastic in all pockets.
- Edges bound with heavy top grain cowhide leather. Solid brass locks. Latest two-tone post handle.

**\$6.95** (B)

Never before in Sears history have we ever offered such unbeatable quality in striped, matched luggage! Every piece shown matches the other in color, lining, every detail. If desired, any piece, to fill out set, can be purchased within one year from date this catalog is mailed.

#### (C) Tray Fitted Case

21-in. size. Removable tray holds 9 enameled fittings, frames and handles of "Jewelers' Bronze"—comb, brush, mirror, nail file, tooth brush tube, 2 lotion bottles and 2 cream jars.

6 V 9419

Shpg. wt., 14 lbs. . . . **\$16.95**

#### (D) Lid Fitted Case

18-in. size. Same fittings as 6 V 9419, no nail file.

6 V 9418

Shpg. wt., 9 lbs. . . . **\$12.95**

(A) Women's Wardrobe Case  
21x17½x8¼ in. size. Six individual, removable rod hangers with curtain for covering garments. Room for accessories.

6 V 9417

Shpg. wt., 13 lbs. . . . **\$13.95**

#### (B) Women's O'Nite Case

18, 21 or 24-inch size. Three shirred pockets in body of case—one in lid. Shipping wts., 7, 8, 9 lbs.

6V9416—State size. . . **\$6.95**

## GLADSTONES

USEFUL  
CHRISTMAS  
GIFTS



#### (A) Men Gladly Pay \$12.50

- Latest submarine locks.
- English woven plaid lining.
- Non-sag frame, metal supports. Scuffer corner plates.

**\$8.98** (A)

**Big Savings!** First quality boar grain split cowhide. Three pockets, shirt fold on center divider. Post handle. Size, 24 or 26-in. Black or brown. State size, color. 6 V 9200—Shpg. wt., 13 and 14 lbs. . . . **\$8.98**

#### (B) Finest Cowhide Women's Bag

- Top quality, baby walrus grained.
- Fine Moire lining. Shirred, coil wire elastic pockets on each side of divider.
- Light weight, steel frame. Post handle.

**Like \$15 gladstones!** Size, 22x12½x6 in. Black or brown. State color. 6 V 9203—Shpg. wt., 10 lbs. . . . **\$11.45**

#### (C) Women's Split Cowhide Bag

- Baby Walrus grained. Steel frame.
- Rayon lining. Center divider, pocket.

**Bargain!** Reinforced leather corners. Leather post handle. Size, 22x12½x6 in. Dk. brown or black. State color. 6V9214—Shpg. wt., 10 lbs. . . . **\$6.59**

#### (D) Men's Bargain! Steel Frame

- Shark grained split cowhide.
- Plaid fabric lined. Metal bottom studs.

**Worth 20% more!** Shirt fold, inner pocket. Post handle. Reinforced corners. Welted seams. Size, 24x13½x8-in. Black or dark brown. State color. 6 V 9211—Shpg. wt., 12 lbs. . . . **\$4.98**

## GENUINE LEATHER

(Split Cowhide) BRIEFCASES



• HEAVY SHARK  
GRAINED LEATHER  
WITH 3 POCKETS

• PATENTED  
EXPANSION STRAPS  
SLIDE IN OR OUT  
TO FIT CONTENTS

#### Shark Grained

4-ounce stock, split cowhide leather, shark grained. 3 pockets; talon slide fastener across top; drop style leather handle. Special design takes all strain off the slide fastener . . . D-type handle attached in manner that divides weight evenly. Imitation leather gussets and partitions. Size, 16x11 inches. Black or dark brown. Initials in gold free. State color and print initials wanted. Shipping wt., 1 lb. 14 oz. **\$1.49**

12 V 5430 . . . **\$1.49**

#### New Expansion Style

Elastic straps slide in or out automatically, to fit contents of case. Sold exclusively by Mail Order by Sears. Use as envelope or brief case. Split cowhide leather walrus grained. 3 pockets; 16x12 inch. Keratol gussets; fiber partitions; slide fastener across top; drop style handles. Black or brown. Initials in gold free. State color and print initials. Shipping weight, 2 lbs. 8 oz. **\$1.95**

12 V 5432 . . . **\$1.95**

12 V 5333—Like 12V5432 but all split leather sides, partitions and gussets. . . . **\$2.49**



# NEW Director BILLFOLDS

With Features You've Never Seen Before in a Wallet of Finest Genuine Leather . . . Beautiful Gift Presentation Box . . . His Name Stamped in Gold FREE!



Director Billfold. 2-fold style. Your choice of fine Steerhide or Cowhide . . . leathers that practically never wear out! Size, closed,  $3\frac{1}{2} \times 4\frac{1}{2}$  inches. *Print name plainly and state color.* Shipping wt., ea. 11 oz.

(A) 18 V 2305—Black or Brown Cowhide Leather.

(B) 18 V 2300—Brown Steerhide Leather.

**\$3<sup>39</sup>** Each

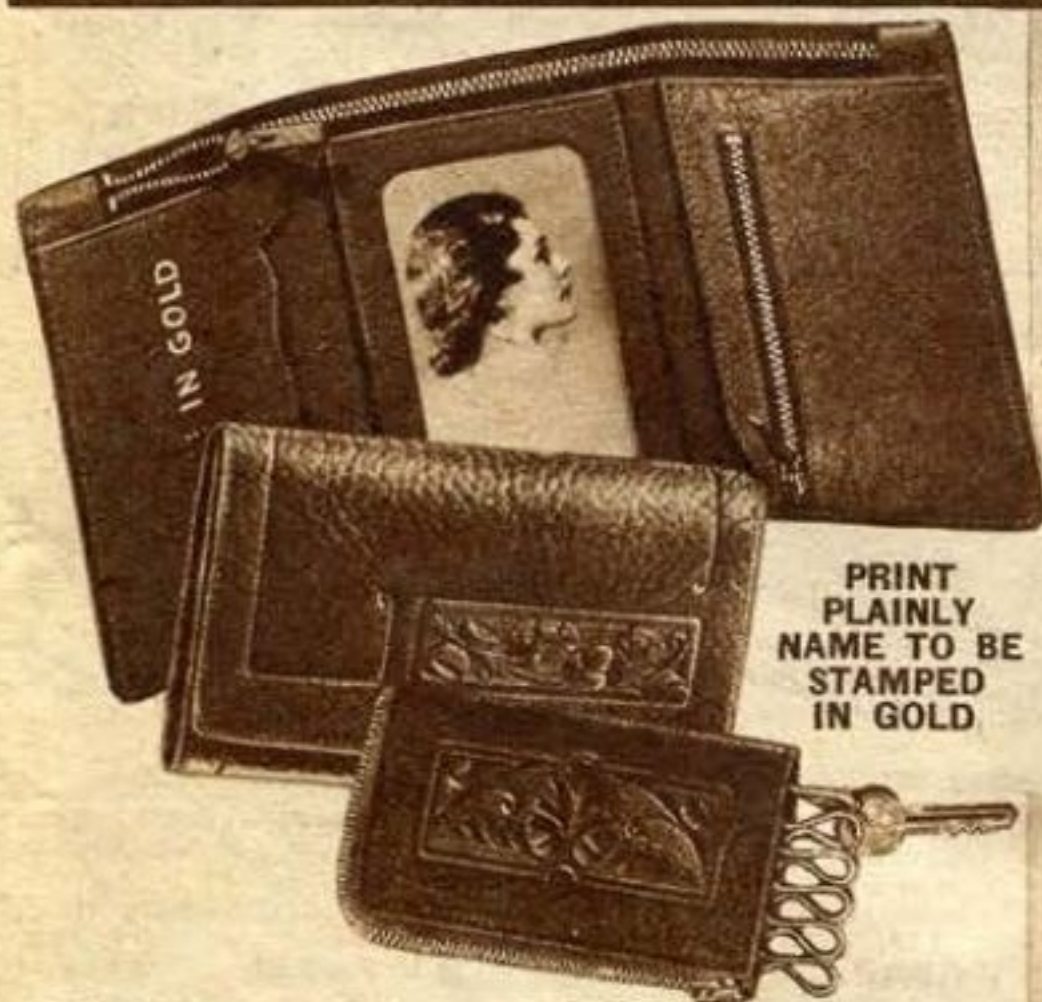
Extra High Grade Director Billfold. 2-fold style. Smooth calf leather with hand-laced leather edges or imported grained goatskin, a much prized leather, known to generations for quality. Size, closed,  $3\frac{1}{2} \times 4\frac{1}{2}$  in.

*Print name and state color.* Shpg. wt., ea., 11 oz.

(C) 18 V 2301—Brown Hand-laced Calf Leather.

(D) 18 V 2306—Black or Brown Goatskin.

**\$4<sup>88</sup>** Each



**TWIN ZIP WALLET AND ZIP KEY CASE IN STRONG STEERHIDE**

**\$98** SET

Genuine Steerhide—super-value! A set that will give many years of service! Three-fold wallet has Zip bill pocket! A second Zip guards coins or tickets! More protection for your money, more convenience! Wallet size, closed,  $4\frac{1}{2} \times 3$  in. Matching six-hook key case has Zip closing and fine suede leather lining. \$3.00 value! His name stamped in gold, free—adds tremendously to the pleasure of your gift.

COLOR: Brown only. *Print name wanted plainly.*  
18 V 2251—Set of Wallet and Key Case. **\$1.98**  
Shipping weight, 7 ounces.

18 V 2252—Wallet only. Shipping weight, 5 ounces. **1.49**



**89<sup>c</sup>** Each

2-fold style! Steerhide or Cowhide! "Zip" pocket! Snapped Coin pocket! Card pocket. Size, closed,  $3\frac{1}{2} \times 4\frac{1}{2}$  in.

*Print name wanted plainly.* Shpg. wt., 4 oz.

18 V 2304—Embossed Brown Steerhide.

18 V 2307—Black Grained Cowhide.



**98<sup>c</sup>** Each

Cowhide or Steerhide! 3-fold with "Zip" bill pocket! Social Security or card pocket. Coin pocket. Size, closed,  $4\frac{1}{2} \times 3$  in.

*Print name wanted plainly.* Shpg. wt., 4 oz.

18 V 2272—Brown Steerhide.

18 V 2273—Black Cowhide.



3-fold style. Embossed Steerhide! Has a place for everything! Zip bill pocket! Coin pocket. Calendar, extra pocket for stamps. Size, closed,  $4\frac{1}{2} \times 3$  in.

*Print name plainly.* Shipping weight, 5 ounces.

18 V 2302—Embossed Brown only. **\$1<sup>59</sup>**




Genuine leather in 3-fold style! Tremendous value! Card pocket, coin pocket, "window" pocket. Size, closed,  $4\frac{1}{2} \times 2\frac{3}{4}$  in.

*Print name and state color.* Shpg. wt., 4 oz.

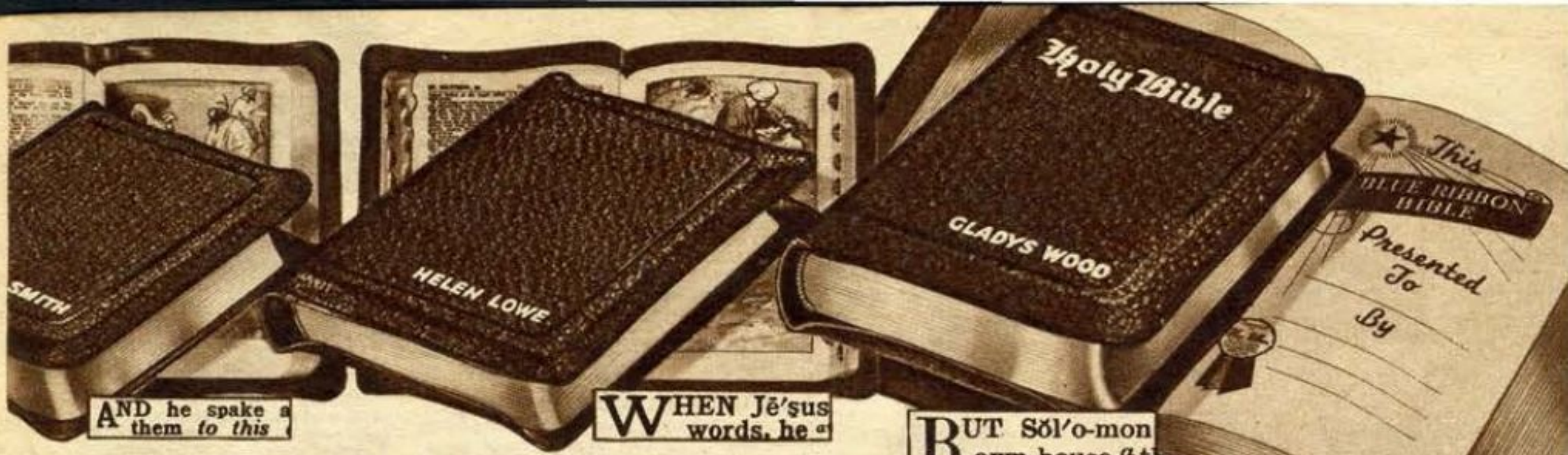
18 V 2303—Black or Brown. **49<sup>c</sup>**

FOR OTHER BILLFOLDS SEE SEARS BIG CATALOG

SEARS  PAGE 83

WishbookWeb.com





AND he spake a  
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### Student's Bible Fits into Pocket

Artificial leather. Has clear self-pronouncing type, 24 colored pictures and 5 colored maps. Bound in overlapping artificial leather. Ideal as a Christmas gift from Sunday school teachers to members of their class. King James Version. Low priced but complete. Size, 3 1/2 x 5 1/2 in. Shipping weight, each, 1 lb. 4 oz.

**95c** Ea.

3 V 2803  
Each **95c : 6 for \$5.58**

3 V 2802—Genuine Leather.  
Each **\$1.55 : 6 for \$8.95**

### Teachers' Beautiful Bible Genuine Flexible Leather

Beauty and usefulness—combined in the 1450 pages of this ideal gift Bible for home-study, Teaching and class use. King James Version. Self-pronouncing black-face type. Complete concordance with Bible encyclopedia; questions and answers; center references. Colored maps and 32 full page illustrations—8 in color. Words of Jesus in Red. Silk headbands, Marker. Red under gold edges. Presentation page. Size, 5 1/4 x 7 3/4 inches. Shipping weight, 2 pounds 8 ounces.

**\$3.79** Ea.

3 V 2823—Indexed. **\$3.79**  
Boxed.....

Keratol... Artificial Leather Binding  
Contents and edges as above; but with all words in black.

3 V 2824—Indexed. Boxed **\$2.98**

### STANDARD REFERENCE INDEXED BIBLE

As Easy to Use as a Dictionary  
Originally Sold for \$18.85

**\$5.95**

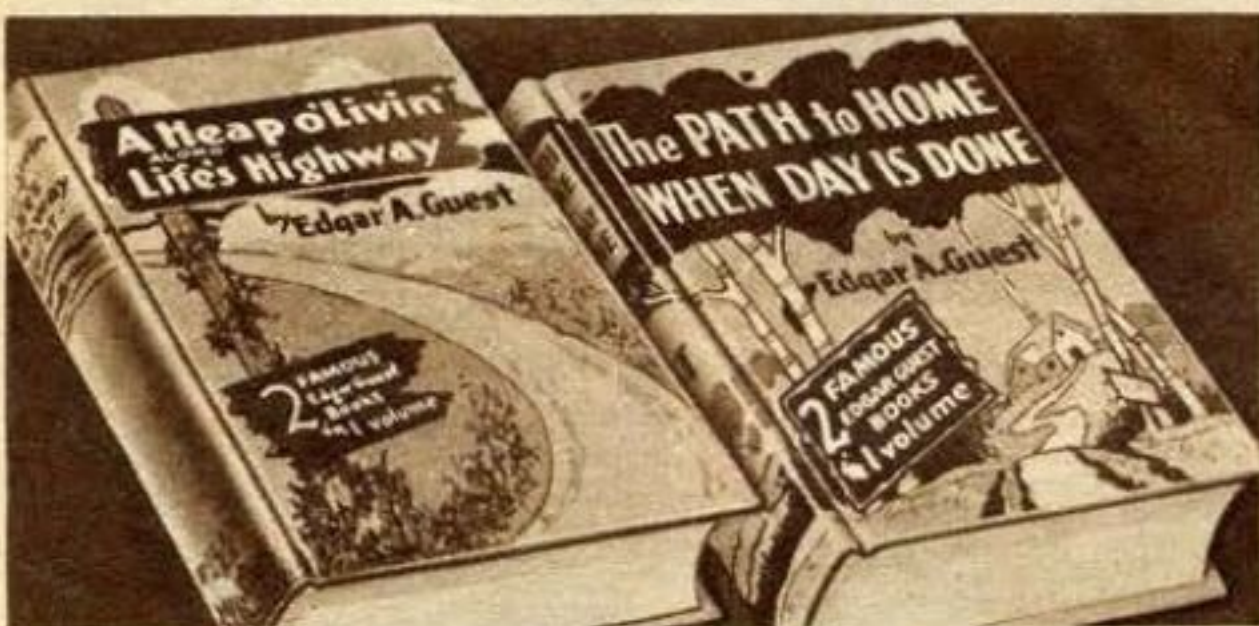
Here is an easy, quick and perfect access to Bible knowledge... a single book with condensed practical and essential information on the Bible equivalent to an actual religious library of twelve volumes. It has a simple and comprehensive system of indexing all facts and teachings of the Bible in a few condensed and well chosen words. All references by book, chapter, verse and page number enabling the reader to find the Scriptures relating to any thought even though the indexed word does not appear in the Bible text. Also gives outlines for sermons and indexes Biblical information of practical value on live modern topics. Includes concordance, maps, two color text and other features. 1896 orange under gold edged pages and bound in Black Seal Grain overlapping leather covers. King James Version.

3 V 2804—Shpg. wt., 3 lbs. 10 oz. .... **\$5.95**



Received Blue  
Ribbon Award  
at Texas  
Centennial

YOUR NAME STAMPED IN GOLD FREE ON ANY OF THE ABOVE BIBLES. PRINT NAME WANTED.

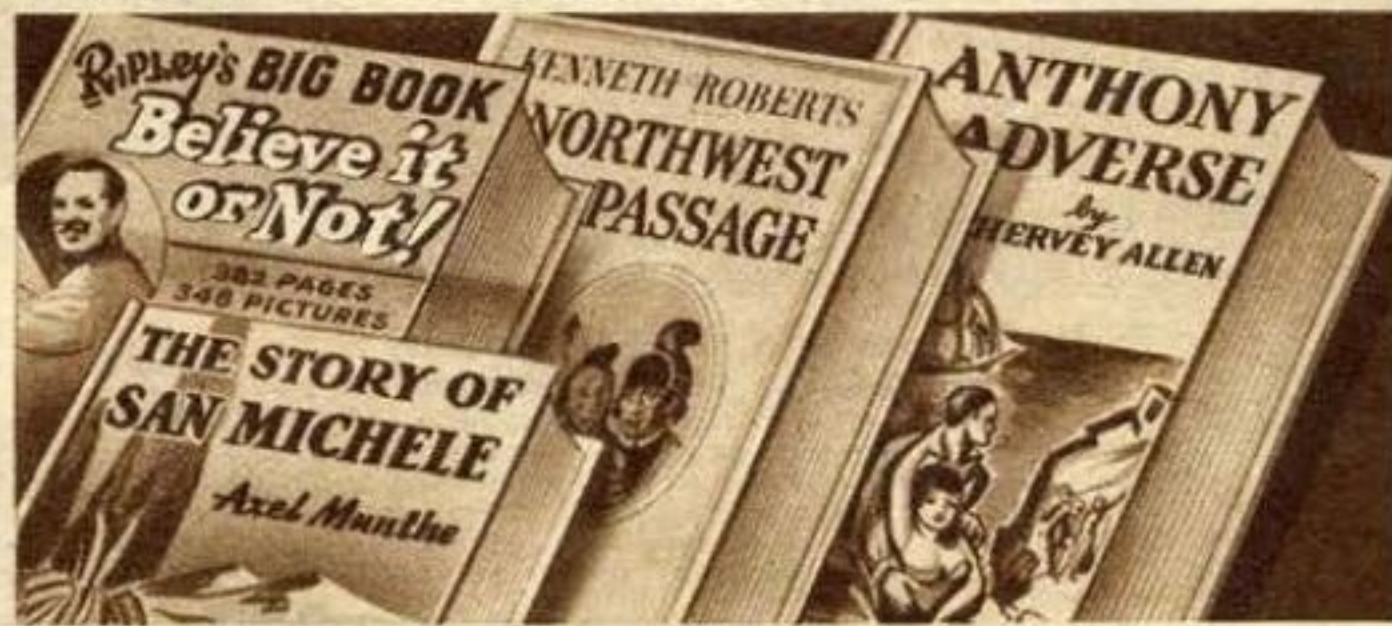


### Best Known Poems of Edgar A. Guest

Exclusive Editions! A treasure and a pure delight—so eloquently do these wise homey verses say for us what we ourselves would like to say if only we knew how! Two complete books in EACH volume... PLUS an introductory message by Mr. Guest and a lovely reproduction of both his authorized signature and his photograph. This warm personal touch of the author's makes both of these inspiring volumes most welcome gifts. About 375 pages in each book, 4 3/4 x 7 1/4 inches—with gold stamped cloth covers, 4-color jackets and headbands. Shipping weight, each, 1 lb. 6 oz.

3 V 2256—Two Books in One: "A Heap O' Livin'" and "Life's Highway." Special at... **\$1.00**

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### Nation-Wide Best Sellers

Be up to date and read the books of the day

3 V 2111—Believe It or Not—by Ripley. Over 350 illustrations. Thrills! Shpg. wt., 2 lbs. Originally \$4.50. Now... **87c**  
3 V 2013—Story of San Michele—by Axel Munthe. True experience of a famous doctor. Shpg. wt., 3 lbs. 4 oz. Was \$3.75. Now **\$1.39**  
3 V 2053—Anthony Adverse—by Hervey Allen. A book that made the critics rave. 1224 pages. Shpg. wt., 3 lbs. Originally \$3.00. Now **\$1.69**  
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3 V 2050—Gone With the Wind—by Margaret Mitchell. A gripping story of the south. Postpaid... **\$3.00**



### 3 Regular Full Length Novels **\$1.00** Usually Sell at Twice This Special Holiday Price!

Full length novels by well known authors... fiction that regularly sells elsewhere for 75c each. Even Sears have never before sold these brightly jacketed, cloth bound books for less than 63c apiece. Stories include tales of fast-riding, quick shooting cowboys, ingeniously plotted detective stories, charming romances and adventure stories that hold your interest till the last page. Get a supply at these low prices.

Apache Devil  
Storm Drift  
Valley Gold  
High Courage  
Stampede  
The Farm  
Deliverance  
The Sheriff Rides  
Green Pastures  
Love's a Puzzle  
Dry Gulch Adams  
Hell-Crazy Range  
The Harvesting  
Cold Journey  
Scarlet Pimpernel  
Breakfast in Bed  
Wife vs. Secretary  
Diamond River Man  
Come to My Wedding  
Red Headed School Ma'am  
Drury Lane's Last Case

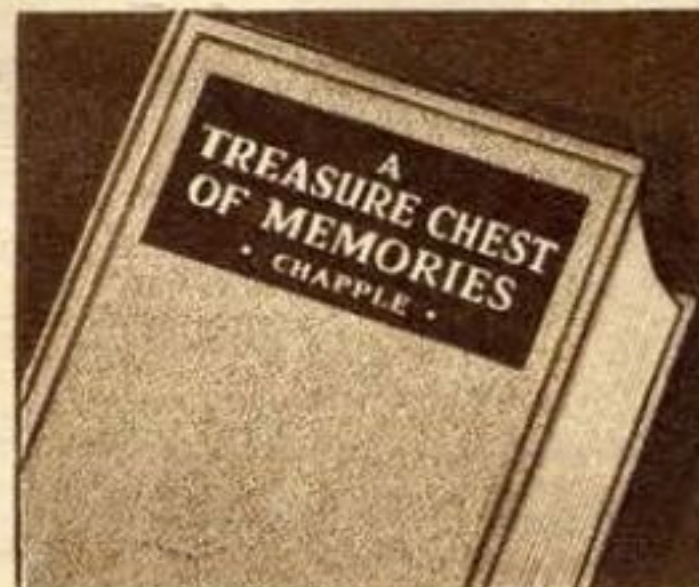
3 V 209—State titles. **39c : Any 3 titles for \$1.00**  
Shpg. wt., ea., 1 lb. 2 oz Ea..



### Popular Books An Always Welcome Christmas Gift **64c**

Exciting adventure and mystery stories, roaring, red blooded westerns, tender appealing romances—all great stories.  
Lost Wagon Train  
Amorelle  
Good Earth  
Rainbow Cottage  
Into the Sunset  
Prisoner of Zenda  
Dragon Murder Case  
Kennel Murder Case  
The Strange Proposal  
Beauty for Ashes  
Run of the Brush  
White Orchids  
Case of Stuttering Bishop  
Knight Without Armor  
Fair As the Moon  
It's a Great World  
Mountain Men  
Silver Spurs  
Trail Driver  
Border Breed  
Sandy

3 V 210—State titles. **64c**  
Shpg. wt., ea., 1 lb. 2 oz.....



### A Treasure Chest of Memories **\$1.69** Edited by Joe Mitchell Chapple

Poems, prose and anecdotes dear to the hearts of millions of Americans. Beautifully printed de luxe edition, size 6 1/4 x 9 3/4, of over 900 pages, bound in rich buff art canvas, stamped in green and gold. A lovely Gift. Shipping weight, 3 pounds 10 ounces.

3 V 2011... **\$1.69**

SEE OUR GENERAL CATALOG FOR MORE BOOK VALUES

SEARS PAGE 399

WishbookWeb.com



## OUR BEST MIXED NUTS

## EXTRA FANCY FRESH MIXED NUTS

Our finest—top quality new 1937 crop nuts. The best assortment we have ever offered at this price. They're delicious. Diamond Brand California walnuts; fancy Georgia paper-shell pecans; large, creamy, washed Brite Brazils; IXL Soft-shell almonds; and selected filberts. Shpg. wt., 3 lbs. 6 oz.

8 V 7919—3-Pound Box..... 77c

8 V 7904 5-Pound Bag..... \$1.29 Shpg. wt., 5 lbs. 8 oz.  
8 V 7909 1-Pound Bag..... 27c Shpg. wt., 1 lb. 4 oz.

### Popular Priced Mixture

Quality sold by many as their best. 1937 crop nuts, slightly smaller and not as fancy as above selection. Shipping weight, 3 pounds 6 ounces.  
8 V 7938—3-Lb. Box..... 65c

8 V 7913 5-Lb. Bag..... \$1.00 Shpg. wt., 5 lbs. 8 oz.  
8 V 7911 1-Lb. Bag..... 23c Shpg. wt., 1 lb. 4 oz.

## Salted Nuts

## Mixed Salted Nuts

Fresh, crisp Brazil nuts, cashews, almonds, and pecans. No peanuts. Shipping weight, 1 pound 6 ounces.

Extra-fancy 1-Pound Bag..... 69c  
8 V 8701—1-Pound Bag..... 69c  
Good quality 1-Pound Bag..... 49c  
8 V 8702—1-Pound Bag..... 49c

## Salted Spanish Peanuts

New crop, crisp and delicious, roasted peanuts. Shipping weight, 2 pounds 4 ounces.

8 V 7907—2-Pound Bag..... 25c

## Salted Cashew Nuts

One of the most popular nuts. High quality, roasted to a light brown. They're crisp and tasty. Shipping weight, 1 lb. 6 oz.

8 V 8700..... 1-Pound Bag 49c

## 2 Pounds Rich, Crisp Mixed Nuts With Wood Bowl, Nut Cracker and Picks 89c

Here's a dandy gift for the whole family, and right in the spirit of Christmas, too. Two pounds of fine new 1937 crop selected mixed nuts all fresh, crisp and delicious. With rustic wood nut bowl, natural bark still on the outside, and smooth varnished finish inside. The bowl is about six inches in diameter, and comes equipped with six nut picks and a strong cracker. An unusual value at our low price. Shipping weight, 3 pounds 15 ounces.

8 V 7908—2 Pounds Nuts and Nut Bowl Set..... 89c

## Nut Bowl With Cracker and Picks 95c

Natural wood bark finish outside. Inside is smooth and varnished. Complete with special forged steel nut cracker and 6 picks. Size of bowl, about 8 to 10 in. in diameter. Shpg. wt., 2 lbs. 10 oz.

8 V 9786..... 95c

## NEW 1937 CROP NUTS IN THE SHELL

### Paper Shell Stuart Georgia Pecans

Extra large, sweet nut meats, with washed thin shells. Shipping wt., 1 lb. 4 oz.

8 V 7914—1 Lb.. 27c  
Georgia Cracker Pecans  
Tasty, medium size.  
Shpg. wt., 1 lb. 4 oz.  
8 V 7934—1 Lb.. 19c

### Large Brite Brazil Nuts

Unusual value! Guaranteed new crop Brazils, hand picked, washed, and bleached, with large, sweet meats. Shpg. wt., 1 lb. 4 oz. and 5 lbs. 8 oz.

8 V 7906 1-Lb. Bag..... 27c  
8 V 7901 5-Lb. Bag..... \$1.29

### LARGE No. 1 SIZE

### Fresh Roasted Peanuts in Shell

These are fine quality, large size Virginia peanuts carefully and scientifically roasted in their shells to bring out the fine, delicious, rich nut flavor. Note our low price. Shpg. wt., 2 lbs. 6 oz. and 5 lbs. 8 oz.

8 V 8737 2-Pound Bag..... 27c  
8 V 8738 5-Pound Bag..... 63c

### Selected Filberts

Sweet and full of flavor. Fine for baking, candy-making or eating. Shpg. wt., 1 lb. 4 oz.

8 V 7905 1-Lb. Bag..... 23c

### Paper Shell Almonds

New crop IXL almonds, extra fancy with shells that are easy to crack. Crisp and nutritious. Shpg. wt., 1 lb. 4 oz.

8 V 7918—1 Lb. 31c

### LARGE RICH NUT MEATS

**Soft Shell California Walnuts**  
Rich, crisp, and crunchy—the very cream of the 1937 crop of California walnuts. We especially recommend Diamond Brand walnuts which are the finest obtainable.

**Diamond Brand**  
Large, extra fancy. Shpg. wt., 1 lb. 4 oz. and 5 lbs. 8 oz.

8 V 7915—1-Pound Bag..... 26c  
8 V 7900—5-Lb. Bag..... \$1.19  
**Good Quality**  
Medium size. Shpg. wt., 2 lbs. 6 oz. and 5 lbs. 8 oz.  
8 V 7902—2-Pound Bag..... 37c  
8 V 7903—5-Lb. Bag..... 89c

## Christmas Puddings and Mince Meat



### Plum and Fig Puddings

Of course you want a 2 Pounds steaming plum or fig pudding with your Christmas dinner! And Atmore's puddings are nationally known for their quality—they'll grace thousands of tables on Christmas day. Nothing will delight your family more than their rich, fragrant deliciousness. Plum pudding is the traditional English Christmas dessert, and fig pudding is always very popular. Atmore's puddings taste as good as the best home made pudding you ever had. One 2-lb. can serves 10-12 people. Shpg. wt., 2 lbs. 6 oz.

2-Lb. Plum Pudding 8 V 7950 49c : 2-Lb. Fig Pudding 8 V 7951 49c



### Mince Meat

**Miles Standish Mince Meat**  
This old favorite New England mince meat recipe will give your mince pies wonderful flavor. Guests and family will enjoy every bite and hint for a second helping. A two-pound can will make two average size pies. Shipping weight, 2 lbs. 6 oz.

8 V 7952..... 2-Pound Can 26c



# SAY "MERRY CHRISTMAS" TO ALL YOUR FRIENDS

## 25 LOVELY FOLDERS 25c

Only a penny a piece—but they've got an expensive look! Each comes with its own envelope and furthermore, notice that they're folders—not just cards! An exclusive Sears assortment priced exceptionally low. Worth double Sears price. Colorful designs—many on inside as well as outside of folders. Fancy papers that usually come only on higher priced cards! Sizes, from  $3\frac{1}{2} \times 4\frac{1}{2}$  to  $4\frac{1}{2} \times 4\frac{1}{2}$  in. Shipping weight, 8 ounces.

3 V 5690—25 Folders in fancy box 25c

## 19 SUPERB, EXTRA-RICH FOLDERS 39c

Every One a 5c Value!

Impressive double folders—the kind everyone likes to receive—they're so warm and cheery in design and sentiment! Double folders—several with gold or silver color inlays—others with shiny silk-like papers and a shadowy two-tone effect background that heightens their beauty! All the familiar favorite Christmas designs—snow scenes, poinsettias, candles, holly, camels, and wise men. Printed or lithographed in colors. Many have designs inside, too! Envelopes included. Sizes from  $4\frac{1}{4} \times 4\frac{1}{4}$  in. to  $6\frac{1}{4} \times 4\frac{1}{2}$  in. Shipping weight, 10 ounces.

3 V 5686—19 Folders in fancy box 39c

*Your Name* ON ATTRACTIVE CHRISTMAS CARDS... WE PRINT YOUR NAME IN APPROPRIATE TYPE ON FOLDERS SHOWN BELOW

## An Exceptional Value 50 ELEGANT FOLDERS 89c

These masterpieces of color, design and sentiment are printed with your name—yet Sears price them unbelievably low! Ten double folders each of 5 outstanding designs: Poinsettia, Fireside scene, Candles, Outdoor scene, and Church scene. Gorgeously lithographed in 4 colors on fancy new finish paper. Each design contains a different sentiment, graciously expressed. Size,  $5\frac{1}{2} \times 4\frac{1}{2}$  in. Envelopes included. Your name printed in black ink on inside page. Print name. Allow 1 day for printing. Shipping weight, 1 pound.

3V5762—50 Folders. 89c

## 25 PERSONAL FOLDERS 95c

Winter scene in 3 colors on fancy double folder. Design on inside, too. Shiny silver foil inlay on edges. "With Best Wishes for a Merry Christmas and a Happy New Year" and your name printed in black on third page.  $4\frac{1}{2} \times 5$  in. Print name; allow one day. With envelopes. Shpg. wt., 14 oz.

3 V 5763—25 Folders. 95c

## 21 DE LUXE FOLDERS 59c

Agents Sell for \$1.00

Agents usually charge \$1.00 for cards of this quality—and they're worth it, too! Elaborate, gaily colored double folders brilliantly conceived—and NEW as 1938! No two designs alike. Scenes you like to see—Poinsettias, candles, holly, snow scenes, lithographed in delightful colors. Many are novelty-cut or double folders with gold or silver color inlays, some worth 25c each! Appropriate sentiments. Size,  $4\frac{1}{2} \times 5$  in. to  $5\frac{1}{2} \times 6\frac{1}{2}$  in. Envelopes included. Shipping weight, 12 ounces.

3 V 5685—21 Folders in fancy box. 59c

## 21 COLORFUL FOLDERS 39c

Self-Seal Envelopes

A REAL Value! Usually costs 75c elsewhere! A splendid assortment printed or lithographed in rich harmonizing colors. Carolers, fireplaces, coaches, candles, etc. Popular 4-fold style with inside design too. Each one has a Self-Seal envelope that eliminates bothersome moistening. Sizes range from  $4\frac{1}{2} \times 4\frac{1}{2}$  to  $4\frac{1}{2} \times 5\frac{1}{2}$  in. Shipping weight, 8 ounces.

3 V 5693—21 Folders Assorted in Fancy Box. 39c

**Self-Seal Envelopes**  
Just fold one flap over other and press down.

## It's a Better GIFT when it's Better WRAPPED

### TO WRAP AND TIE YOUR GIFTS

#### Wrapping Tissue

3 V 5566—Assortment. 39 sheets size, 20x30 in. 22 White, 8 Red, 4 Green, 5 Decorated. Shpg. wt., 1 lb. 4 oz. 21c  
3 V 5569—White. 30x20 in. 24 Sheets. 10c  
3 V 5571—Red. 30x20 in. 20 Sheets. 10c  
Shpg. wt., above 2 items, 12 oz. each.

#### Cellophane Ribbon

For sparkling, attractive gifts!  $\frac{1}{4}$  in. wide. Plain Red, Green, or Blue. State color. Shipping weight, 2 oz. 10c  
3V5589—90 Feet. 10c  
Poinsettia Design— $\frac{1}{2}$  in. wide. Printed in Red and Silver or Green and Silver. State color. Shpg. wt., 2 oz. 10c  
3V5586—45 Feet. 10c

Special Gift-Wrapping Assortments on Page 2.

### SEALS—TAGS—CARDS

## 175 Colorful Pieces for 19c

Here's everything! Big and bright! Includes  $5\frac{1}{4}$ -inch red poinsettia seal,  $3\frac{3}{4}$ -inch holly and poinsettia spray. Two 5-in. parcel post labels, plenty of "do not open" seals, cut-out cards, tags with string. Shpg. wt., 7 oz.

3 V 5558—175 Pieces. 19c  
100 cards, tags and seals (not illustrated). Shpg. wt., 3 oz. 10c  
3 V 5567—100 Pieces. 10c





*Our De Luxe Quality*  
An Outstanding Value!  
**5 POUNDS FOR \$1.98**

Here it is!

### The Taste Hit of the Year! Chocolate, Nut and Fruit Assortment!

If you're looking for a real taste thrill or want a gift that will make a good impression, you'll buy this supreme quality nut and fruit assortment! It's perfect! Every piece was selected with painstaking care to give you an enticing and thrilling selection of crispy almonds, Brazil nuts, filbert and pecan clusters, cordial cherries, and many others just as tasty. All coated in dark vanilla and rich milk chocolate. Packed in beautiful gift box.

8 V 7939 5 Pound Box \$1.98 Shipping weight, 6 lbs.  
8 V 7941 2 Pound Box 95c Shpg. wt., 2 lbs. 12 oz.  
8 V 7940 1 Pound Box 49c Shpg. wt., 1 lb. 8 oz.



### Two-In-One Gift Package

A two-pound box of nuts and candy combined that will prove a real treat and will satisfy every taste. Delicious, fine quality assorted chocolates, weight, 1 lb. 10½ oz. with a centerpiece of extra fancy salted mixed nuts (no peanuts), weight, 5½ oz. In attractive gift box. Shpg. wt., 2 lbs. 12 oz.

8 V 7920 2-Pound Box 98c

### De Luxe Chocolate Coated Cherries

Everyone loves good chocolatecoatedcherries! These are so luscious they'll melt in your mouth. Large whole red cherries in rich cream, heavily covered with dark vanilla chocolate.

8 V 7942 1-Pound Box 37c

### Bargain Cherries

Good quality priced low.

8 V 7929 1-Pound Box 24c Shpg. wts., 1 lb. 8 oz. each.

### Bargain in Quality Chocolates

A good selection with an eye to variety as well as economy. Full-flowing creams, nougats, and caramels coated with light and dark chocolate. These chocolates are pure, wholesome and delicious and Sears price is exceptionally low. In attractive box. Shpg. wts., 2 lbs. 8 oz. and 1 lb. 8 oz.

8 V 7925 2 Lb. Box 44c  
8 V 7933 1 Lb. Box 23c



*Extra Special*  
**5 LBS. FOR \$1.39**

### Delicious Chocolates, a Taste Sensation

You'll make no mistake in buying this excellent selection of fine quality chocolates! Every piece is sure to prove a delightful experience. This is a splendid assortment of nougats, caramels, nut tops, fruit-flavored flowing creams, clusters and chocolate dates... all here at their best! Thick rich coatings of light and dark chocolate blended with centers to give them irresistible flavors. In attractive Christmas design box. A sensational value at this low price. Ideal for Home or gift.

8 V 7927—Shipping weight, 6 lbs. 5 Pound Box \$1.39

### Children's Gift Box

**DELICIOUS ASSORTED CANDY**

**39c**

PER BOX



### Crammed With Goodies for the Youngsters!

They'll enjoy it, every bit! And the big hollow chocolate Santa Claus wrapped in bright colored foil isn't the only thrill! Six little hollow chocolate Santas, kiddies and animals, six white marshmallow snowmen, candy butter creams in novelty shapes, and plenty of hard candy besides! All packed in green paper grass-lined pockets. Shipping weight, 2 pounds 4 ounces.

8 V 7943—Complete..... 39c



### Christmas Cookies

**3 LBS. FOR \$1.00**

Delicious assortment of real old fashioned Christmas cookies! All the old favorites, such as Pfeffernus-sen, Springerle, Lebkuchen (honey cookies) and a marzipan Santa Claus. 3 pounds in attractive Christmas box.

8 V 7949 Shpg. wt., 3 lbs. 12 oz. \$1.00



### Delicious Candied and Stuffed Fruits

Choice assortment of imported and domestic candied and glazed fruit. Pineapple slice, figs, dates, prunes, cherries, and marshmallow-apricot sandwiches. In beautiful round metal box you'll use a long time after the fruit is gone. A grand value! Shipping weight, 2 pounds 8 ounces.

8V8226—2 Pound Box... 98c

Fancy stuffed dates and candied figs in a toothsome assortment everyone will enjoy. Big delicious California figs candied with honey and syrup, all cherry topped. Large pitted dates, some stuffed with blended fruits and nuts, others stuffed with dates. All dates nut-topped. A healthful confection. Shpg. wt., 2 lbs. 8 oz.

8 V 7947—2 Pound Box for 79c



# A Merry Christmas to Everyone!

## 10 POUNDS TASTY ASSORTED HOLIDAY CANDIES

### PACKED IN 10-QUART GALVANIZED PAILS

Every one will find his favorite in Sears Christmas candy pail assortments. We especially recommend the De Luxe candy pail for schools, churches, lodges and Christmas parties. The FREE 20 empty Christmas boxes provide attractive packages for convenient distribution.

**ECONOMY QUALITY** \$1.49  
Without Boxes 10 Lbs.

A good assortment of holiday candies at a bargain price. Pail contains one section each of hard candy, French creams, peanut brittle, chocolate drops and gum drops. A pure wholesome assortment. Not illustrated. Shpg. wt., 15 lbs.

8 V 7959  
10 Lbs. Candy and Pail \$1.49

**DE LUXE QUALITY** \$1.79  
With 20 Christmas Boxes 10 Lbs.

Extra fine quality candy! Delicious as can be—golden brown peanut brittle, a tasty mixture of hard and filled candy in many flavors, ol' fashioned chocolate drops and fruit-flavored gum drops. 20 half-pound size Christmas boxes included FREE. Shipping weight, 16 pounds.

8 V 7960  
10 Lbs. Candy—Pail \$1.79



### CANDY Tree Ornaments



60 PIECES FOR 55c

Here's Something Brand New!

Colorful marshmallow candy tree ornaments—and they're just as good to eat as they are attractive. They are sure to make a hit with everyone, especially the kiddies. Just hang them on the tree by their little paper loops and watch the children's eyes light up. Assortment consists of red, yellow and green Christmas bells and stars, and pink and white Santas. 22 stars, 22 bells, and 18 Santas in all. Shpg. wt., 3 lbs.

8 V 7932—Sixty Pieces... 55c



### De Luxe All Filled Hard Candy

Our finest quality. Thin, crispy sugar shells in assorted flavors, colors and designs. Every piece filled with delicious jams, nut butters or creams.

1-lb. bag. 8 V 7962 19c 3-lb. bag. 8 V 7963 49c  
Shpg. wt., 1 lb. 4 oz. Shpg. wt., 3 lbs. 8 oz.

### Filled and Solid Holiday Candy

A good quality and delicious mixture. Many flavors and colors.

2-lb. bag. 8 V 7926 28c 5-lb. bag. 8 V 7930 65c  
Shpg. wt., 2 lbs. 4 oz. Shpg. wt., 5 lbs. 8 oz.



### Holiday All Hard Candy

Fruit flavored, fresh and wholesome.

3-lb. bag. 8 V 7921 39c 5-lb. bag. 8 V 7922 59c  
Shpg. wt., 3 lbs. 6 oz. Shpg. wt., 5 lbs. 8 oz.

### Christmas Stocking

Chock Full of Candy, Nuts, Toys 49c

A Thrill for the Kiddies!

What child wouldn't be overjoyed with a Christmas stocking like this! Toys, candy, nuts, novelties—everything any child could wish for in a big Christmas stocking, full to overflowing! Just think, a toy lantern filled with candy, toy bank with key, chocolate Santa wrapped in bright colored foil, chocolate money wrapped in gold color foil and packed in gold color mesh bag. All of this plus plenty of candy and nuts make this stocking one of the most delightful gifts for a child. Order several and hear the children's joyful shouts when they find them on Christmas morn. Stocking unpacked and included with "Fixins" to insure your receiving them in first class condition. Shpg. wt., 2 lbs. 4 oz.

8 V 7931—All for only 49c



### Buttercreams for Christmas!

Surprise the kiddies! Include some of these pure wholesome buttercreams in their Christmas stockings. They will be delighted with the many festive shapes, such as Santa Claus, Christmas trees, autos, jack-in-the-box, dolls, etc. All in a large variety of tasty flavors and pleasing colors. Makes it a real festive day for the youngsters. Shipping weights, 1 lb. 5 oz. and 2 lbs. 10 oz.

8 V 7916 1 Lb. Bag 19c 8 V 7917 2 Lb. Box 37c



### Empty Christmas Boxes!

Gay-colored one-half-pound size folding boxes with tape handles. Simply fill them with delicious candy from any of our assortments. Just the thing for churches, lodges, schools or for hanging on Christmas trees. Shpg. wts., 12, 8 oz.; 50, 2 lbs. 4 oz.; 100, 3 lbs. 11 oz.

8 V 8623—12 Boxes For 10c  
8 V 8625 37c 50 Boxes  
8 V 8624 67c 100 Boxes

### Two Gifts in One

5 LBS. CANDY \$1.59  
In 4-Quart Aluminum Kettle

You can't imagine such a delicious colorful assortment of hard candy in so many flavors, and brilliant colors! Raspberries, cut rock, pillows etc. all packed in a quality 4-quart polished aluminum kettle with "clamp-on" strainer style cover that has many uses when the last piece is eaten. Be sure you have plenty of candy for Christmas. Shpg. wt., 7 lbs.

8 V 8101—5 lbs. Candy and Kettle \$1.59







**SUPERFINE**  
Our Finest Quality  
**5 POUNDS**  
FOR \$2.98

**FINE QUALITY**  
**5 POUNDS**  
FOR \$1.98

**GOOD QUALITY**  
**5 POUNDS**  
FOR \$1.00

# Top Off Your Holiday Dinner with *Fruit Cake*

Fruit cake for dessert! Why, it's as much a part of Christmas as the big green Christmas tree itself. So of course you want as fine a cake as you can possibly have. But why spend the whole holiday season in the kitchen? Let Sears furnish the big, luscious cake, full of fruits and nuts. We use only the finest ingredients, and our cakes actually cost you less than those you'd make yourself. They make ideal gifts.

**5 Pounds of Superfine Fruit Cake** **\$2.98**  
**Easily Worth \$5.00**

**Packed in Beautiful Decorated Metal Gift Box**

This old-fashioned fruit cake is baked from a treasured old English recipe combining specially selected fruits including whole red cherries, candied pineapple, lemon and orange peel, citron and crisp pecan halves, blended in a real fruit cake dough to produce a delicacy second to none. You will find these cakes as moist and flavorful as though aged for months. Contain more fruit and nuts than a well-known cake selling for \$5.00.

8 V 7946—Shipping weight, 6 lbs. 10 oz. . . . . **5 Pounds for \$2.98**

**5 Pounds Fine Quality Fruit Cake** **\$1.98**  
**At Least a \$3.50 Value**

**Packed in Beautiful Decorated Metal Gift Box**

Moist, rich and delicious. A quality fruit cake full of crisp pecans, pineapple, citron, cherries, and other candied fruits. You'll use the metal gift box long after the last slice is gone. Shpg. wts., 6 lbs. 10 oz.; 3 lbs. 4 oz.

8 V 7945 . . . **5 Pounds for \$1.98**      8 V 7944 . . . **2 Pounds for 89c**

**5 Pounds Mellow Fruit Cake** **\$1.00**  
**Made from a New Home Recipe**

**Each Cake in Gleaming Cellophane**

A tasty fruit cake at a low price. Not a spice cake, but real fruit cake with nuts and candied fruits. Shpg. wts., 5 lbs. 14 oz.; 2 lbs. 8 oz.; 1 lb. 5 oz.

**5 Pounds 8 V 7937 \$1.00**    **2 Pounds 8 V 7912 49c**    **1 Pound 8 V 7936 29c**

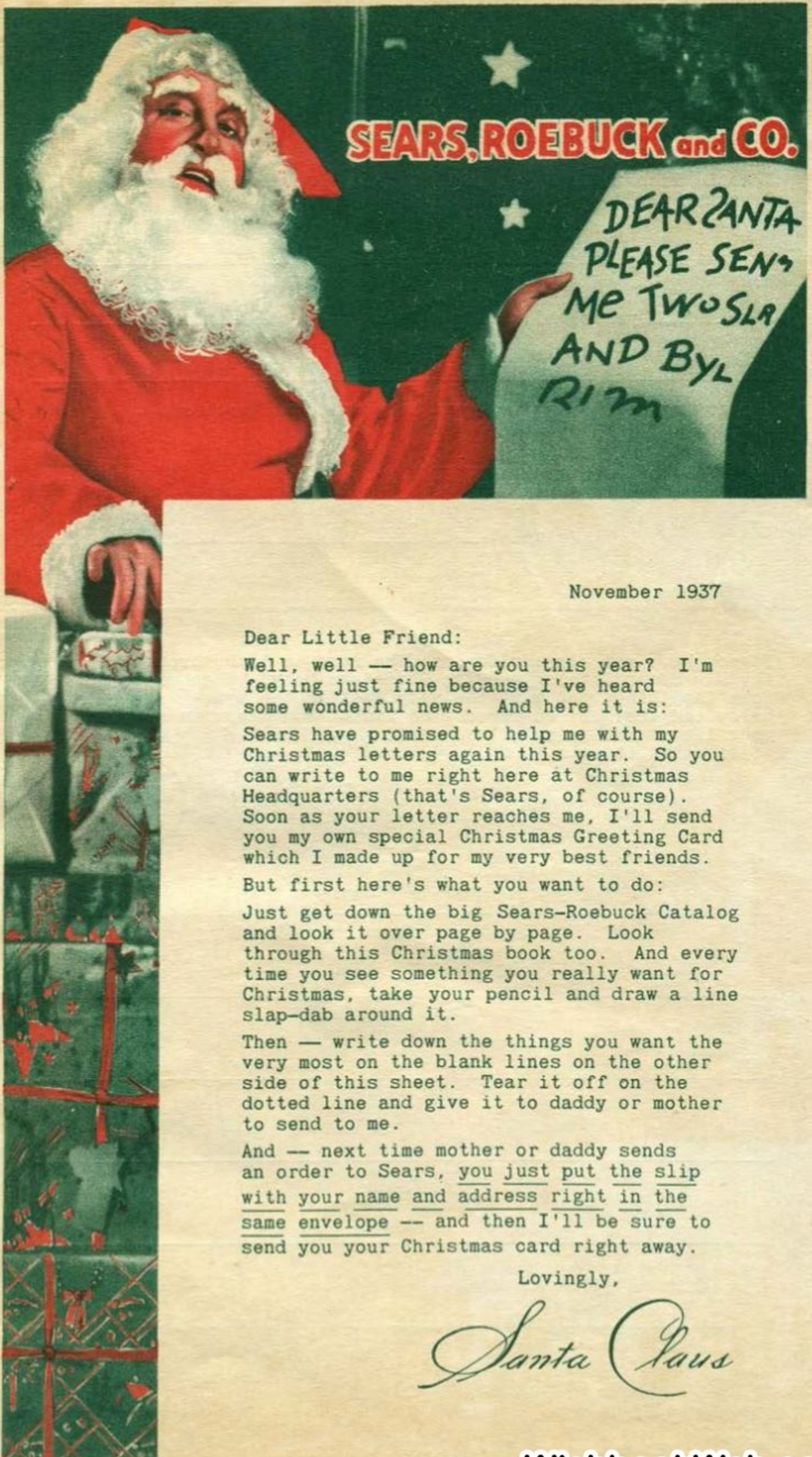
## **Delicious Chocolates—In Gift Box**

**5 Pounds Good Quality Assorted Chocolates** **89c**  
**Less Than 18c Per Pound**

What a bargain! You wouldn't believe such tasty chocolates could be sold at so low a price! But here they are, so make it a real Merry Christmas this year, and let this big bargain in chocolates help you celebrate. You know they're wholesome, for only the finest ingredients are used in these chocolates. They're fresh, too—as fresh as if you made them yourself in your own kitchen. They'll please every taste, for here is a wide variety of fillings—chewy caramels, tasty nougats, crisp nut clusters, luscious fruit creams in several flavors. All coated in velvety smooth dark vanilla chocolate and light sweet chocolate. The amazing low price has affected neither the variety nor the quality; you'll be proud to offer this candy to your guests. Packed in gay Christmas box. Shipping weight, 6 pounds.

8 V 7924 . . . . . **5 Pound Box 89c**





**SEARS, ROEBUCK and CO.**

DEAR SANTA  
PLEASE SEND  
ME TWO SLIP  
AND BYE  
RIM

November 1937

Dear Little Friend:

Well, well — how are you this year? I'm feeling just fine because I've heard some wonderful news. And here it is:

Sears have promised to help me with my Christmas letters again this year. So you can write to me right here at Christmas Headquarters (that's Sears, of course). Soon as your letter reaches me, I'll send you my own special Christmas Greeting Card which I made up for my very best friends.

But first here's what you want to do:

Just get down the big Sears-Roebuck Catalog and look it over page by page. Look through this Christmas book too. And every time you see something you really want for Christmas, take your pencil and draw a line slap-dab around it.

Then — write down the things you want the very most on the blank lines on the other side of this sheet. Tear it off on the dotted line and give it to daddy or mother to send to me.

And — next time mother or daddy sends an order to Sears, you just put the slip with your name and address right in the same envelope — and then I'll be sure to send you your Christmas card right away.

Lovingly,

*Santa Claus*



Dear Santa Claus:

I would like to have you send me your special Christmas Greeting Card.

My name is \_\_\_\_\_

I am \_\_\_\_\_ years old and my address is \_\_\_\_\_

I'm trying to be very good and help daddy and mother because I know you like good children.

From Your Little Friend,

(signed) \_\_\_\_\_

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If you have not already done so, be sure to look through the Big Sears Catalog and the Christmas Book. Then write down the things you want the very most in the space below and tear off on the dotted line. You can then show your list to daddy or mother and I know they'll be glad to see that it gets to me.

*Santa Claus*